C2710-3
#BXBBDJP********5-DIGIT 20814
#030322908 2#01AN21551 99VEA
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
BETHESDA MD 20814

Automotive

APRIL 13, 1992

Entire contents © 1992, Crain Communications, Inc. Use of editorial content without permission is strictly prohibited.

$75/YEAR; $2/COPY

NEWSPAPER

THE COUP AT GM

Jack Smith told to shape up giant

PHIL FRAME
Staff Reporter

Tired of seeing their company bleed to death, many General Motors executives and managers quietly support the move by outside board members to replace President Lloyd Reuss and Chief Financial Officer Robert O'Connell.

The GM board replaced Reuss with John F. "Jack" Smith Jr. and O'Connell with William Hoglund because it wanted more aggressive managers who would deal swiftly with the company's problems.

The moves shattered Chairman Robert Stempel's hand-picked team of executives installed when he took over in August 1990. Stempel himself lost the chairmanship of the executive committee to board member John Smale, the retired Procter & Gamble Co. chairman who led the board's revolt.

Some GM execs and managers thought the changes were overdue.

"Why not sooner? That's what everybody here thinks," said a mid-level manager at a marketing division. "I think the people here think it's real positive. I don't think the big one who was replaced (Reuss) could make a decision."

Stempel hammered home the need to accelerate reforms at a previously scheduled meeting of GM's top 100 officers, held last Wednesday in Detroit.

JOE WILSSENS/AUTOMOTIVE NEWS

The executive line-up that took power at GM Aug. 1, 1990, was changed last week. From the left, Robert O'Connell LOST the chief financial officer job; William Hoglund WON chief financial officer job; Lloyd Reuss LOST the president's job and his board seat; Chairman Robert Stempel LOST face; Jack Smith WON the president's job; Robert Schultz KEPT his vice chairman job; and F. Alan Smith LOST his seat on the board.

While top executives privately expressed sympathy for Reuss, 55, his internal support collapsed after the announcement of his demotion. Jack Smith, who turned 54 the day the board promoted him, is held in high esteem for turning around GM's international operations. In the past two years, GM made $4.5 billion overseas under Smith while losing $11.7 billion in the United States under Reuss.

Smith established the world's first three-shift car plant, in Spain. He consolidated production at two plants in Belgium. He initiated an innovative scheduling plan and upgraded productivity and quality at GM's operations in the United Kingdom. He also led GM into Eastern Europe.

Smith is known not as a cutter and slasher, but as a pragmatist with sharp perceptions about the way an auto enterprise should run and the ability to act with dispatch.

Smith will be expected to work the same magic now in North America. Smith, who has been with GM for 30 years, reportedly was the board's first choice as president two years ago, before Stempel exerted his influence on Reuss' behalf.

see GM, 46

Smale could redo marketing

RAYMOND SERAFIN
Crain News Service

Former Procter & Gamble Co. Chairman John Smale may provide ailing General Motors with a badly needed infusion of customer-focused, market-driven thinking.

Smale is expected to push for aggressive change.

That, at least, is the optimistic assessment of marketers inside and outside GM, in reacting to last week's dramatic executive shakeup. The marketers say that Smale, whose name rhymes with "snail," has a strong marketing record at consumer-product juggernaut Procter & Gamble. Smale's heightened involvement with General Motors could translate into a re-

see SMALE, 46

SHAKEUP AT GM

GM has 3 star executives ➤ 12
Smale on running a company ➤ 14
Dealers are encouraged ➤ 46
Students recall 'Prof. Smale' ➤ 47
Savings big and small ➤ 47
Smale's P&G legacy ➤ 47

late news

Citroen to build car in China

PARIS — Automobiles Citroen, a unit of France's Peugeot Group, said it has concluded a $1 billion deal to begin producing its ZX subcompact in the central China province of Hubei.

The project, which is heavily backed by French government guarantees, will begin producing 12,000 units a year from kits at a temporary plant beginning in 1993. Output will increase to 37,500 units a year when an assembly plant is built by 1997, Citroen said. Capacity can be boosted higher, depending on demand, it said.

A plant for engines, gear boxes and suspensions and an aluminum foundry will be located in Xiangran and start production in 1995, Peugeot said.

The project will be a joint venture with Dongfeng Co., China's leading truckmaker, which will hold a 70 percent interest. Citroen will hold 25 percent with two French

see LATE NEWS, 2

Toyota steps past McCurry, Togo era

Gieszl has a strong finance background.

McCurry left a deep imprint on the company.

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES -- Toyota Motor Corp.'s choice of a low-key finance executive to replace U.S. sales boss Robert McCurry sets the stage for a series of changes that will spread power throughout the company.

On June 1, Yale Gieszl, 50, will succeed McCurry, 68, as executive vice president of Toyota Motor Sales U.S.A. Inc.

Shinji Sakai, 55, takes over for Yuki Togo, 67, as president. Togo will become chairman and McCurry vice chairman, but both will no longer have day-to-day duties.

In their eight years together, Togo and McCurry have made Toyota a powerhouse that now sells more than 1 million units annually. But Toyota will give their successors the chance to handpick a new management team.

Gieszl's new title does not specify responsibility for "sales and operations," as McCurry's does. Gieszl, currently senior vice president of finance and administration, has strong business credentials but lacks experience in sales, marketing and dealer relations. That leaves open opportunities for other executives whose skills dovetail with Gieszl's.

"The management group will begin to take shape as Yale (Gieszl) and Shinji (Sakai) make those decisions," said James Olson, vice president of external affairs. "There will probably be more shared responsibilities and a crop of vice presidents and group vice presidents who'll work with Yale, but that hasn't been decided yet."

Some likely candidates for a greater role in leading Toyota are:

- J. Davis Illingworth, 49, group vice president and general manager of Lexus Division.
- George Borst, 44, vice president

see TOYOTA, 43

Smaller Japanese automakers get larger export allocations

RICHARD JOHNSON
Staff Reporter

TOKYO — Japan's Ministry of International Trade and Industry has moved to the aid of the country's smallest carmakers by increasing their relative share of exports to the United States.

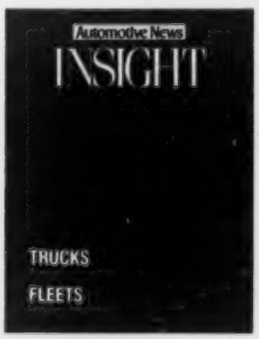
The agency last month cut the industry's voluntary ceiling on passenger-car exports to the United States to 1.65 million units a year, down from 2.3 million. The new ceiling is about 5 percent below actual exports to the United States for the fiscal year ended March 31.

Although the new MITI allocations will not be announced, corporate sources confirmed last week that U.S. shipments by Toyota Motor Corp., Nissan Motor Co., Honda Motor Co., Mazda Motor Corp. and Mitsubishi Motors Corp. will be cut 5 to 7 percent below their actual exports in the just-ended fiscal year.

Under the new plan, Toyota will lose 34,000 potential exports a year (6.6 percent); Nissan, 23,000 (7.1 percent); Honda, 20,000 (5.8 percent); Mazda, 13,000 (6.3 percent); and Mitsubishi, 8,000 (4.9 percent).

In contrast, financially troubled Isuzu Motors Ltd. and Fuji Heavy Industries Ltd., the maker of Subaru, have been given allocations higher than their actual exports. Isuzu's allocation will increase as much as 16,000 units a year (17.0 percent), although the figure wasn't clear, while Subaru will gain 9,000 (17.6 percent). Some of the extra volume granted those

see EXPORTS, 43



Fleets, trucks

The American Truck Dealers and the National Association of Fleet Administrators are holding conventions this week. Both are covered in *Automotive News Insight*, which follows Page 24.

Automotive News

SAYONARA VW?
Japanese importer may drop German marque. PAGE 4

EATON'S PAYDAY
Chrysler's chairman-designate gets $750,000 salary. PAGE 6

BIG APPLE SHINES
New Cadillac, BMW to debut in New York. PAGE 8

A DOWN YEAR
Sales in Japan fall 3.8 percent for the fiscal year. PAGE 18

EUROPEAN OFFENSIVE

▲ Minivans are just the start of Chrysler's plans. PAGE 41

DEPARTMENTS	Page
Auction ads	32-36
Auction dates	36
Classifieds	37-41
Calendar	36
Comment	14
Dealers	42
Incentives	48
Insight	follows Page 24
Keith Crain	12
Legal file	31
Letters	12-14
Opinion	12
Personnel	30

APRIL TABLES Page

APRIL 6
Production, weekly 47

TODAY
Sales, March top 10 45
Sales, March by maker 44
Sales, year to date by maker 44
Sales, domestic car by model 45
Sales, light-truck by model 45
Production, weekly/March totals 49

APRIL 20
Sales, import car by model
Sales, Canada by make
Sales, dealer by make
Sales, 10 day by make
Inventory, as of April 1
Production, weekly by model

APRIL 27
Sales, 10 day by make
Sales, truck by gvw
Production, weekly by model

66th year—No. 5441

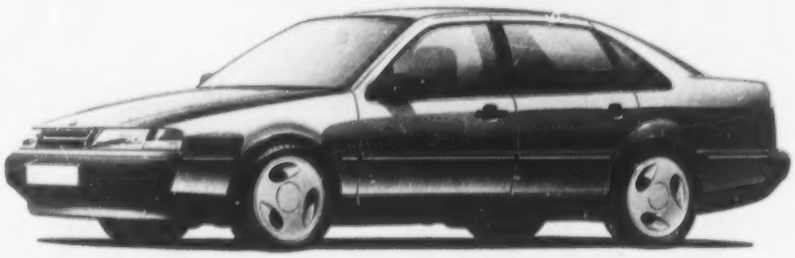
Advertising Production Dept. (313) 446-6083
Circulation Department
In Michigan ..... (313) 446-0460
Outside Michigan 1-800-678-9595
Classified Ad Department ..... (313) 446-6085
Display Ad Department ..... (313) 446-6030
Editorial & Business Offices . (313) 446-6000

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

corrections

■ A reference to Nissan's growing production in a story April 6 was unclear. In March, Nissan Motor Co. produced its 40 millionth passenger car. The 20 millionth was built in 1975, and the 30 millionth was built in 1986.

■ An April 6 headline, "No obvious replacement for Irimajiri," should have said "No obvious replacement for Yoshino."



HANS G. LEHMANN/HIDDEN IMAGE

A new Saab for the '90s

This artist's rendering of the all-new Saab 900 is based on prototypes seen being tested at Lotus proving grounds in England. The car, which may be based on the front-wheel-drive Opel Vectra platform, could hit the United States as early as late 1992.

latenews

CONTINUED *from* PAGE 1

banks owning the balance.

The venture will be Peugeot's second in China. The company produces 17,000 Peugeots a year at a plant in Guangzhou, located in southern China.

States woo BMW boss

BMW AG's dance card keeps filling up with potential suitors, as the German automaker debates whether to build a plant in the United States.

South Carolina is said to have the inside track for a possible BMW plant, but that hasn't stopped others from trying. Politicians from several states sought out BMW Chairman Eberhard von Kuenheim when he visited Washington last week on previously scheduled business unrelated to the site search. The chairman reportedly turned down meetings not already on his schedule.

South Carolina Gov. Carroll Campbell visited BMW in Munich last month. So did Gov. William Weld of Massachusetts, who pitched the Bay State as a site for a possible BMW plant.

Raymond Howell, Weld's press spokesman, said Weld came away with the impression that BMW already had narrowed the field to sites in other states, but the company didn't say where.

— Jim Henry

Europe wants Japan cutback

FRANKFURT — The European Community last week asked Japan to cut its vehicle exports to Europe by 100,000 units this year because of declining demand in several key markets, particularly Germany. Japan exported 1.26 million vehicles to the 12-nation European Community last year.

The request, submitted in talks between the European Commission and Japanese officials last week, was referred to Tokyo for study. Japanese negotiators, however, reportedly declined to accept the commission's estimates of lower European vehicle sales this year.

Japan agreed last year on limits for Japanese imports between 1993-1999, but the accord did not include 1992.

— Diana T. Kurylko

Dingell whacks at Japanese

WASHINGTON — Big 3 advocate Rep. John Dingell, D-Mich., last week compared the Japanese to a mule that has to be hit over the head with a two-by-four to get its attention.

And the Gephardt-Riegle trade bill is his lumber, Dingell said at a Congressional hearing. "This is the only tool I've got and I intend to use it as vigorously as possible."

The bill would require Japan to reduce its $43 billion trade surplus with the United States by 20 percent a year or face limits on the number of cars they can sell in the United States.

Chrysler Corp. has endorsed the bill, while Ford Motor Co. and General Motors oppose it. Heads of the National Automobile Dealers Association and the American International Automobile Dealers Association said the U.S. needs to be a tougher negotiator.

— Max Gates

Ford announces emissions recall

DEARBORN, Mich. — Ford Motor Co. is recalling about 212,000 1989 model Ford Thunderbirds and Mercury Cougars equipped with the 3.8-liter V-6 engine to correct an emissions problem.

Ford said that on some cars the fuel vapor hose may not be connected at the fuel tank vapor valve, allowing the vehicle to exceed evaporative emission standards.

Ford also is recalling about 175 1992 model Lincoln Town Cars built as limousines for sale in California to replace the electronic engine control processors. The vehicles were built with the incorrect processor and may exceed exhaust emission standards.

Chrysler recalls Alliance, Encore

HIGHLAND PARK, Mich. — Chrysler Corp. is recalling 380,000 1983 through 1987 Renault Alliance and Encore cars to replace a cooling system component.

The heater core could fail, causing engine coolant to splash inside the vehicle. There have been some reports of minor burns as a result of the component failure.

Renault models will be serviced at Chrysler Corp.'s Jeep-Eagle dealerships. American Motors built the models until 1987.

Power windows spur GM recall

DETROIT — General Motors is recalling 69,000 compact cars in two campaigns to fix accelerator cables and electronic controllers for power windows.

About 39,000 1991 Oldsmobile Cutlass Calais, Buick Skylark and Pontiac Grand Am models with express-down power windows are being recalled because moisture can leak into the electronic controller. Notification letters called the problem "undesirable continuity" — the window may go down by itself and stay down and the electronic controller may overheat and cause a fire in the door panel.

The other recall involves 30,000 1992 Pontiac Sunbirds with the standard 2.0-liter, four-cylinder engine. The accelerator cable may have been kinked during assembly, causing loss of throttle control, cable breakage, or sticking.

— Phil Frame

Reynolds signs deal for Norick

Reynolds and Reynolds Co. has signed a letter of intent to acquire Norick Brothers Inc., an Oklahoma City-based business forms manufacturer, for an undisclosed amount.

"Both Reynolds and Norick have provided automobile dealers with paper-based information management systems for over 80 years," said David Holmes, Reynolds' chairman and president.

The companies expect the acquisition to be completed in June. Reynolds and Reynolds reported fiscal 1991 sales of $599.3 million. Norick, a privately held company, had fiscal 1991 sales of $33.8 million.

Reynolds and Reynolds, headquartered in Dayton, Ohio, is a major supplier of information processing systems.

Norick Brothers Inc. is a manufacturer of business forms for the automotive, heavy equipment and insurance industries.

— Charles M. Thomas

briefly

Will dealers take coupons?

Now that Procter & Gamble veteran John Smale has greater influence at **General Motors,** some Detroiters are wondering when there will be marketing deals like two-fers and products like the "new, improved Pontiac Grand Prix," or "giant, family sized Chevrolet Caprice." Will GM start sponsoring the afternoon soap operas? Are coupons far off?

BUT IS IT SAFE TO GO BACK? Tuesday, the day after **GM's** management shakeup, Donald Runkle, vice president in charge of advanced engineering, spoke at a Detroit luncheon. He said, "I want to thank you guys for inviting me. It's a good day to get out of the office. It's dangerous around there."

DID HE OR DIDN'T HE? Did **Chrysler Corp.** Chairman-designate Robert Eaton have a crystal ball and suspect a shakeup at **GM?** Could that be a reason he jumped ship? "I found out about it (the shakeup) on the radio on the way to work last Tuesday, just like everybody else," said Eaton last week.

THE AMERICAN WAY — Matt Darcy, the salesman fired by Gordon Stewart of Gordon Chevrolet in Garden City, Mich., is suing his former employer for $10,000 for lost wages and mental and emotional distress. Darcy was allegedly fired for remarks he made on "60 Minutes." Darcy told the interviewer: "If America makes a good product, buy it. If they don't, I buy what's good for my money."

A PAGE OF HISTORY TURNS — Dust settled on Detroit's west side at the site of one of the former **DeSoto** plants last week. The factory has been demolished and with it memories of the days when **Chrysler Corp.** had DeSoto, **Dodge, Chrysler** and **Plymouth** lines. DeSoto, which had 1,500 exclusive dealers in 1929, one year after introduction, was credited with helping Chrysler in 1936 move to the No. 2 slot among the Big 3. The last U.S. DeSoto was built in November 1960.

REGAL TIES — Dust off your tiaras, girls. It may be hip to be a beauty queen again, if new campaigns for Diet Coke and **Buick** are any indication. Coca-Cola Co. has a 30-second TV spot starring Miss Universe. And Buick dealers are enlisting Miss U.S.A. for a regional Skylark campaign, reports *Advertising Age.* The deals are music to the ears of pageant organizers, who admit advertisers have shied away from beauty queens.

PACK YOUR CAR — Mazda will display a "suitcase car" at this week's New York auto show. The 70-pound concept vehicle opens like a standard piece of luggage to provide a "Go-Kart-like" driving position. Assembly time for the bag buggy is one minute. Power is provided by an air-cooled two-stroke engine; top speed is 12 mph.

Mazda's 70-pound "suitcase car" can reach 12 mph.

Ford hikes auction-car fee

KATHY JACKSON
Staff Reporter

The factory says it needs more money to support local dealer advertising associations, but many dealers think they're being squeezed.

That is the reaction to an April 3 memo to Ford and Lincoln-Mercury dealers that said the buyer fees charged at the company's closed auctions will change to 1 percent of the selling price, effective April 20.

Most of the vehicles purchased at the closed auctions are the nearly new vehicles used by Ford's management or that the automaker repurchased from rental car companies.

Dealers now pay a $75 fee for each Ford and Mercury vehicle they purchase at auction; the current fee is $125 for Lincoln cars.

The memo from Ford Division General Manager Ross Roberts and L-M General Manager Lee Miskowski said the increase will amount to an average $24 for Ford and Mercury vehicles and $69 per Lincoln.

On Ford and Mercury models, an average fee of $99 would mean an average purchase price of $9,900.

The memo said the money primarily will support local Ford and L-M ad associations, which buy joint advertising for all dealers in a certain geographic area.

The company also generates money for the local associations by assessing the dealers a 1 percent fee based on the sticker price for each new vehicle ordered from the factory for retail sales. Fleet vehicles purchased by dealers are exempt from that fee.

Still, dealers are hot.

"I know that most of the dealers are not happy with this," said Ed D'Amico, president of D'Amico Lincoln-Mercury Inc. in East Brunswick, N.J., and chairman of the Lincoln-Mercury Dealer Council.

D'Amico explained that fewer cars have been going through the auctions since the automaker changed its policy last spring. Rental cars now must be in service for at least six months or 15,000 miles, compared with four months and no minimum miles under the former program. Consequently, advertising contributions are down.

"I know a lot of the dealers don't buy that," D'Amico said, "and I don't like to see the factory transferring costs to dealers either, but sometimes it has to be done."

Dealers are angry.

Ford dealer Bill Jenkins said Taurus models go for an average $13,500 at auction, which means his new fee will be $135 compared with the current $75.

"What they're doing is trying to gouge you every place they can," he said.

Jenkins, who owns Don Jenkins and Sons Ford in Fuquay Varina, N.C., said Ford dealer profit levels have been up nationally this year. He thinks the factory is looking at those profits and saying, 'Hey! Let's get some of that.'

"I'm just disgusted with Ford," Jenkins said.

D'Amico said one of the biggest dealer misconceptions is that the money goes for non-advertising purposes. "The 1 percent has been a thorn in their sides," D'Amico said, "especially with luxury cars because that can amount to a lot of money." D'Amico said advertising costs rise about 10 percent annually so the additional funds are needed.

But Ford dealer Clark Spikes wonders: "Why don't they ever raise warranty and labor rates to the dealers to account for inflation?"

Spikes, owner of Spikes Motor Co. Inc. in Mission, Texas, said the increased buyer's fee "is just another encroachment by the manufacturer on the dealer."

Stephen Lyons, general marketing manager for L-M, said the company went to a percentage formula on auction cars because it is easier than readjusting amounts to account for inflation.

Last August, the company implemented a set 1 percent fee for new cars ordered from the factory for retail sales.

Lyons said additional revenue has increased Lincoln-Mercury advertising volume 20 percent and "more ads help sales." AN

New GM Europe President Louis Hughes is a hands-on manager.

Hughes will lead GM Europe by 'doing'

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Louis Hughes, named last week to succeed Robert Eaton as president of General Motors Europe, isn't packing his bags yet for a move to headquarters in Zurich, Switzerland.

All this week, the 43-year-old chairman of GM's Adam Opel AG division will be sitting alongside new employees in a classroom in the automaker's new factory in Eisenach, Germany, taking an orientation course on lean production methods.

"You can't preach; you've got to do," Hughes said in a telephone interview last week, explaining the management philosophy that has marked his success at Opel.

Hughes, who has headed Opel since April 1989, oversees a company with 56,000 employees and $14.2 billion in annual revenue. The unit accounts for 45 percent of GM's sales in Europe.

The Eisenach plant, GM's biggest project in the East, is largely a Hughes creation. And it's a sign of where the company wants to be in Europe.

The Eisenach plant will incorporate lean-production methods learned from GM's joint-venture partners at plants in Canada with Suzuki Motor Corp. and in California with Toyota Motor Corp.

While many of Opel's projects were underway long before his arrival in 1989, Hughes has been the biggest proponent of making the new plant GM's cutting edge against Japanese competition.

"I guess you could say I was the primary sponsor of lean production. Every project has to have a champion and that was mine," Hughes said.

Eisenach, which at scheduled capacity will produce a combined 150,000 Astra and Corsa models a year, is GM's "beachhead in the east," said Hughes.

"Any greenfield project that we make, in Eisenach or Portugal, has to demonstrate that we have taken all we learned from ourselves and the competition and come in with most efficient plant possible."

But the project is even more important because Hughes wants to demonstrate that lean production can work in a former communist state with a "work force not accustomed to such techniques."

"In GM Europe, we have a vision regarding a lean production system, and we have to implement that vision. The entire organiza-

see HUGHES, 43

PAUL TEPLEY

Deborah Mack was hired by Carlson Marketing Group as lead training instructor for NADA's sales certification program.

BACK TO SCHOOL

Salespersons begin NADA certification

CHARLES M. THOMAS
Staff Reporter

CLEVELAND

When area car salespersons were asked what they should charge a long-time customer for a car even though there were 30 of the vehicles on the lot, one answered quickly: "A thousand dollars over MSRP."

Car salespersons have the legal aspects of selling down pat. But some of them have a long way to go in recognizing the varying shades of gray in their ethical practices.

For them, the money grab is far more important than customer satisfaction and building customer retention. It is a dilemma the National Automobile Dealers Association hopes to resolve through its recently launched sales certification program.

But if the first session on ethics and state laws regarding selling cars held last week in Cleveland is any indication, then the battle is uphill and the program long overdue.

Some of the 30 pupils enrolled used the session as a forum to voice festering grievances about their pay and working conditions.

According to NADA, the average compensation for sales personnel is just $22,000. Salespersons also complain their hours are long and benefits few.

More than 200 Cleveland salespersons have enrolled in the certification program. Some said dealers ordered them to attend, while others genuinely are seeking certification.

"I want to better myself and to see if I can improve my image and my income," said Cal Huebner, who has been a salesman for seven years at Dowd Transportation Center, an Oldsmobile-Mercedes-Toyota dealership.

Huebner is not the garden-variety car salesman. A retired police captain, he works part time at the dealership making $25,000 to $30,000 annually.

see CLASSES, 48

9.8% gain in truck sales boosts first quarter results

An increase in car sales to individuals and non-rental fleets overcame ebbing Big 3 sales of program cars in the first quarter, and truck sales rose sharply to carry the market to a 4.1 percent gain.

Car buyers continue to switch to trucks. Sales of minivans and sport-utilities led a truck surge of 9.8 percent in the quarter, while cars barely eked out a 1.3 percent gain.

Another long-term trend seems to have faltered: Japanese nameplates are no longer inching up in market share for the total vehicle market. The Japanese first-quarter share fell 0.5 points, and the Big 3 gained 0.8 points.

Automotive analyst Maryann Keller, speaking at the Economic Club of Detroit last week, said the bubble has burst for the Japanese industry, and it may be forced to trade market share for profits in the next few years (see Page 6).

While manufacturers do not release fleet sales figures, the companies have been indicating all quarter that sales to rental companies — which are usually characterized as money-losing — are below last year's levels.

If there is a "Buy American" trend, it is manifesting itself most obviously in truck sales, where the Big 3 moved from 82.5 to 85.3 percent of the market.

Minivans from Chrysler Corp. and Ford were up more than 10 percent.

The Jeep nameplate was up 52 percent.

Truck sales by Japanese companies were down 7.2 percent, although Toyota bucked the trend, thanks to 5,644 pickups built on its new line at New United Motor Manufacturing Inc. in California.

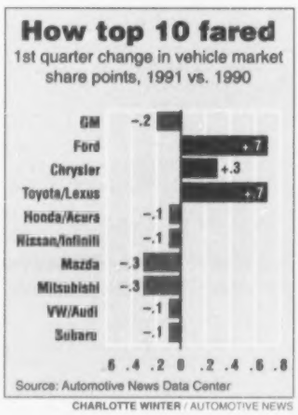
Although Chevrolet's C/K pickup was the market leader, S10 sales fell.

General Motors has Saturn to thank for keeping it afloat in market share.

Saturn sold 33,118 more units this year than last, and the rest of GM was up just 842 units.

— *William R. Diem*

FIRST QUARTER SALES



CHARLOTTE WINTER / AUTOMOTIVE NEWS

Chrysler

Strong sales of minivans, Jeeps and Dodge Dakota pickups offset a sharp drop in car sales, giving Chrysler Corp. a 6.3 percent sales gain in the first quarter.

The car sales decline reflected Chrysler's decision to reduce its vehicle fleet sales in favor of higher-margin retail sales. Retail sales rose "significantly" in the quarter, the company said.

"We could have looked good by pumping cars into the rental fleets, but chose not to do that," Chrysler Chairman Lee Iacocca said earlier this month.

Sales of the company's mainstream sedans formerly sold into rental fleets were down significantly: Plymouth Acclaim sales dropped 41.2 percent, Dodge Spirit was off 43.1 percent, and Dodge Dynasty fell 30.1 percent.

But there was one hot spot for cars. Sales of the heavily incentivized Plymouth Sundance subcompact rose 62.7 percent in the first three months of the year, while

see RESULTS, 44

Science academy fuels CAFE fire

Government panel pans current rule

MAX GATES
Staff Reporter

WASHINGTON — Far from settling the simmering feud over automobile fuel economy standards, a long-awaited National Academy of Sciences report has virtually all the combatants claiming victory.

Eleven months after it convened, the panel issued its report last week, concluding that "an average fuel economy level of between 34 and 37 miles per gallon by the year 2006" is technically possible. The committee said, for example, that large-sized cars could average 30 to 33 mpg, compared to an average 23.5 mpg today.

But the committee said those improvements in fuel economy carry a cost — reduced safety, less consumer choice and major development costs for the auto industry.

The committee suggested that the best way to reduce fuel consumption would be to raise the price of gasoline through a tax.

The panel criticized the current system for setting corporate average fuel economy standards. It said CAFE rules put a heavier burden on full-line automakers, who must balance their gas guzzlers by pushing small car sales. It also said the system works against market forces, such as the current consumer trend toward larger, more powerful cars.

The Motor Vehicle Manufacturers Association said the report proves that fuel economy should stay on the Congressional backburner because it "confirms that proposals in Congress calling for steep increases in fuel economy standards are unrealistic."

But a spokesman for Sen. Richard Bryan, D-Nev., said the report is evidence that Congress should get moving on Bryan's bill to raise fuel economy by 40 percent by the year 2001.

"The bottom line is, this report says we can increase fuel economy and we can do it safely," said Bryan spokesman Jim Mulhall. "So let's get going."

The Department of Transportation asked the independent National Academy of Sciences to review fuel economy technology last year when Congress began to consider increasing the CAFE standard from the present 27.5 miles per gallon.

Congress quit debating CAFE last year as too controversial, but it could be revived this spring. Bryan may try to attach CAFE to the Japan trade bill being examined in House and Senate hearings, Mulhall said.

In its 279-page report, the committee suggested, but stopped short of recommending, a CAFE system that would set targets for new cars by weight class. That system would spread the burden evenly over all manufacturers.

The committee suggested that a gasoline tax — which it labeled "price correction" — would be a better way to improve fuel economy, giving motorists an incentive to purchase more efficient cars. It did not consider how big a "price correction" would be needed.

The committee also suggested a "feebate" system — a tax on purchases of gas guzzlers and rebates to buyers of gas-sippers. But again, it gave no guidance on how this would be implemented.

Safety concerns have been over emphasized in the CAFE debate, the report said. Fuel economy improvements would probably require no more than 10 percent downsizing in vehicle weight, and most safety sacrifices caused by weight reduction could be offset by improved design and technology, the panel said.

The big, the fast to bow in N.Y.

JIM HENRY
Staff Reporter

NEW YORK — For the second straight year, the New York auto show's theme is "Responsible Motoring," but its only world debuts will be big and fast.

The big one, the 1993 Cadillac Brougham, carries a 5.7-liter V-8 and will retain its title as the longest American production car.

The fast one, the 1993 IsoRivolta Grifo, is a $225,000 sports car made in Modena, Italy.

The show's theme will be spotlighted in a separate display focusing on safety, fuel efficiency, pollution control and alternative-fuel vehicles. It will include the flexible-fuel Subaru Rioma, the hydrogen-powered Mazda HR-X and the 100-mpg Ultralite concept sedan from General Motors.

Products making their U.S. debut include the 1993 BMW 525i Touring Sport wagon, the Volkswagen Passat GLX and Nissan's restyled 1993 pickup.

The New York International Automobile Show is the nation's oldest and best attended, drawing more than 1 million people. Sponsored by the Greater New York Automobile Dealers Association, it runs April 18 to 26 at the Jacob K. Javits Convention Center.

Chrysler Corp. Chairman Lee Iacocca will kick off this week's press events Wednesday with an address to the New York-based International Motor Press Association. He could make an announcement regarding Chrysler's electric-powered minivan project.

Chrysler has been working with the Electric Power Research Institute to develop an electric-powered minivan.

BMW's 525i wagon makes its North American debut at the New York show.

VW's VR6-equipped Passat as it appears in Europe; the U.S. version will be called Passat GLX.

SAFETY INSTALLATIONS ON 1991 MODELS

	Anti-lock brakes*		Driver airbag		Traction control	
General Motors						
Domestic car	688,575	24.4	1,028,223	36.4	2,500	0.1
Import car	0	0.0	105,996	56.3	0	0.0
Light truck	1,565,194	94.1	0	0.0	0	0.0
Ford Motor Co.						
Domestic car	290,163	17.3	848,652	50.7	0	0.0
Import car	0	0.0	0	0.0	0	0.0
Light truck	1,294,675	100.0	0	0.0	0	0.0
Chrysler Corp.						
Domestic car	29,156	4.4	638,276	96.2	0	0.0
Import car	44,205	60.5	19,907	27.2	0	0.0
Light truck	159,165	22.5	182,399	25.8	0	0.0
Honda						
Domestic car	0	0.0	0	0.0	0	0.0
Import car	115,476	14.3	80,402	10.0	2,531	0.3
Mazda						
Domestic car	3,559	4.1	0	0.0	0	0.0
Import car	14,933	9.7	38,100	24.7	0	0.0
Light truck	126,329	100.0	0	0.0	0	0.0
Nissan						
Domestic car	0	0.0	0	0.0	0	0.0
Import car	75,655	19.9	16,452	4.3	0	0.0
Light truck	65,200	38.7	0	0.0	2,970	1.8
Toyota						
Domestic car	9,945	3.1	50,850	15.7	0	0.0
Import car	28,612	8.8	97,767	30.2	0	0.0
Light truck	69,563	22.5	0	0.0	0	0.0

Note: Domestic car and light-truck installation rates based on 1991 model year production.
Import car and light-truck installation rates based on 1991 model year sales.
*Includes 2-wheel and 4-wheel ABS

Domestic makers still ahead in installation of safety items

CHARLES E. RAMIREZ
Special Correspondent

Domestic automakers continue to lead the imports in installation of anti-lock brakes, traction control and driver-side airbags in passenger cars, according to an *Automotive News* analysis.

The analysis of 1991 model production figures of some manufacturers shows that the trend of equipping cars with the safety devices appears to be growing.

Chrysler Corp. leads most domestic and import makers in driver-side airbags with a 96.2 percent installation rate in 1991 and 1990 for domestic-built cars.

General Motors leads in installation of ABS, with a 24.4 percent installation rate on its 1991 domestic-built cars. GM had a 36.4 percent rate for driver-side airbags.

In 1990, GM had an 8.4 percent ABS installation rate and a 14 percent driver-side airbag rate.

Ford Motor Co.'s domestic-built cars had a 17 percent installation rate for ABS and a 50 percent rate for driver-side airbags in 1991, up from 13 percent for ABS and 49 percent for airbags in 1990.

Imports, generally slower in equipping vehicles with these safety items, showed increases.

All BMW, Saab, Porsche and Mercedes-Benz models had 100 percent ABS and airbags rates. Volvo, Acura, Infiniti and Jaguar had 100 percent ABS rates. Alfa Romeo, Isuzu and Audi had 100 percent driver-side airbag rates.

Of the four highest-volume Japanese makes, Toyota led in the installation of driver-side airbags with a 30.2 percent rate in 1991 for imported cars, up from zero in 1990. Nissan was first in ABS installation rates with almost 20 percent in 1991, an increase from 9.3 percent in 1990.

Customer pressure on automakers to focus on these safety features and technology will raise safety installation rates in 1992.

Airbag installation rates are expected to escalate as carmakers try to catch up with market demand. Federal law requires all passenger cars to have driver- and passenger-side airbags in 1998 and all trucks to have airbags by 1999.

Adcox vows to protect reputation, fight lawsuit

The Associated Press

CHATTANOOGA, Tenn. — A prominent Chattanooga auto dealer accused of shady business practices is fighting back with a universal sales tool: advertising.

Herb Adcox, whose Chevrolet dealership was hit with a $15 million class action lawsuit earlier this month in U.S. District Court, ran a full-page newspaper ad rebutting the allegations.

"There's nothing in there that we can't defend," said Adcox, the National Automobile Dealers Association director from Tennessee who has operated Herb Adcox Chevrolet for 40 years.

Fifteen plaintiffs contend the dealership has charged exorbitant interest rates, used questionable selling techniques and tricked customers into signing blank finance contracts.

Adcox: "This is my reputation at stake."

Adcox, in an ad in the *Chattanooga News-Free Press*, denied the allegations. He said his advertising "is the most honest and truthful of any car dealer in the United States."

The ad compared the plaintiffs to Chicken Little, the fable character who warned everyone the sky was falling after he was hit in the head by a falling stick.

In an interview with *The Chattanooga Times*, Adcox vowed to fight the accusations in court: "This is my reputation at stake."

William Brown, a Cleveland, Tenn., attorney who filed the suit, said 150 people have asked to join in the lawsuit, and the Chattanooga Better Business Bureau says the allegations are not new.

"We have gotten several complaints, and they do seem to follow a pattern," said Better Business Bureau President Kathryn Conklin. "They seem to have to do with selling practices and advertising issues."

Better Business Bureau files indicate Adcox charges nearly 20 percent annual interest on some new-car loans. The lawsuit contends the dealership encouraged buyers to sign blank finance contracts with a certain monthly payment, then filled in higher interest rate figures than the advertised 11.9 percent.

The plaintiffs also contend that Adcox salespersons used "bait and switch" tactics. In 1990, the Tennessee Motor Vehicle Commission investigated similar bait and switch complaints against Adcox but found no evidence of wrongdoing. Adcox is a member of the commission, as well as a former president of the state auto dealers association and the Chattanooga Area Chamber of Commerce.

Adcox said he has met state advertising guidelines requiring dealers to state at least one stock number for each car advertised. He denied altering finance contracts.

Adcox defended the high interest rates as part of a tiered rate structure that allows him to finance poorer credit risks. Buyers with good credit qualify for lower rates, he said.

GM takes its time to get redesigned vans right

JOSEPH BOHN
Truck Editor

General Motors, mindful of rushing some new trucks too quickly to market as it did with the APV minivans, is still researching its next generation of full-sized G-vans, due in 1995.

Ford Division brought out its redesigned Econoline/Club Wagon this past year.

Dodge Division will introduce its restyled Ram Vans and Ram Wagons next spring as 1994 models, confirmed Kelly Mankin, Dodge truck marketing plans manager.

But the revamped Chevrolet Chevy Van/Sportvan and GMC Vandura/Rally Wagon will not bow until fall 1995 as 1996 models.

GM officials privately say they rushed some new products to market, like the APV minivans.

The heavy, plastic-bodied minivans debuted in the 1990 model year with a three-speed automatic transmission and 3.1-liter V-6 engine. Sales were hurt by their sluggish acceleration.

The 1992 Chevrolet Lumina APV, Oldsmobile Silhouette and Pontiac Trans Sport now offer a four-speed automatic transmission and GM's powerful 3.8-liter engine.

Officials are researching the full-sized vans more thoroughly. After two years of planning, they are querying body builders and upfitters on such things as color and preferences for sliding or conventional doors.

The new vans are in the clay model stage; GM plans a ground-up revision.

In addition to more aerodynamic styling, the vehicles will have all-new suspension systems for better ride and handling, revised wheelbases, and higher gross vehicle weights and payload-carrying capacities, according to commercial body builders and upfitters.

The vans will debut with a complete complement of safety equipment, such as driver- and passenger-side airbags, crush-reinforced roofs and side impact protection in the doors.

By contrast, Dodge's van and wagon changes will be mostly in styling, including new front and rear treatments.

The Dodge vans had their last major facelift in 1979.

In 1986, the vans had a partial facelift, with new grilles, lights and ornamentation.

GM's vans haven't had a major update since the 1977 model year. But GM has continued to add new models, such as the 15-passenger version it introduced in 1990.

The commercial and conversion markets are very important to full-sized van sales, which is why GM is querying body builders so intently.

Full-sized cargo vans accounted for 80.1 percent of this market during the first quarter of 1992 and passenger versions accounted for the balance, according to *Automotive News* tabulations based on Motor Vehicle Manufacturers Association sales reports.

About half of the cargo vans end up as personal-use vehicles, however, after being finished by van converters.

Both markets strongly rebounded this year. Full-sized cargo van sales totalled 66,283 units in the first quarter, an 18.5 percent increase over the first quarter of 1991, according to MVMA and *Automotive News*.

Wagon sales totaled 16,438 units during that same period, up 52.3 percent over the year-ago mark.

During the first quarter of this year, sales of Ford's redesigned Econoline were up 20.6 percent and Club Wagon sales were up 86.8 percent.

The redesign also boosted the Club Wagon's share of the full-sized passenger van market during the same period to 48.0 percent, up from 39.2 percent a year ago. The Econoline's share of the full-sized cargo van market increased to 41.1 percent, up from 40.4 percent in the first quarter of 1991.

GM officials concede they will have to use some very aggressive marketing efforts over the next couple years to fend off Ford until the automaker's new vans hit the market.

Combined sales of Chevrolet and GMC vans totaled 26,301 units in the booming first quarter, up 16.1 percent. But GM's share of the full-sized market slipped to 39.7 percent, down from 40.5 percent a year ago.

Its share of the full-sized wagon market fell to 15.9 percent during the quarter, down from 19.5 percent a year ago, according to *Automotive News* tabulations.

Dodge's share of the big van market held steady at 19.2 percent. Its share of the big wagon market dropped to 36.1 percent, down from 41.3 percent a year ago.

Mankin said Dodge has been exhorting dealers to become more aggressive in the commercial van market by stocking such vehicles.

Chrysler Corp. also has been running direct mail and other marketing programs to target small businesses in its quest to expand commercial sales.

→ Tired of Low Grosses? Want More?

→ Tired of Shrinking Volume? Want More?

→ Tired of Being Last in your 20 Group?

WANT TO BE #1 INSTEAD?

→ Tired of hearing excuses every month?

Then do what dealers in Michigan, Ohio, Indiana, Texas, Utah and Wyoming have done — **GET HELP!** We can, will, and have solved all of those problems for our clients.

CALL **ACI 1-800-877-9047**

Circle ReaderService #8

Japan sales fall 3.8% for fiscal year

MARY ANN MASKERY
Staff Reporter

TOKYO — New vehicle sales in Japan registered their first annual decline in 11 years in the just-ended fiscal year as sales fell 6.5 percent in March, traditionally the strongest month.

The March decline, to 694,518 units, marked the 11th consecutive month of weaker sales and closed out the fiscal year with a 3.8 percent drop to 5.7 million units. Including mini-vehicles, the market was off 4.8 percent for the year to 7.4 million units.

For the quarter, sales excluding minis fell 4.3 percent from a year earlier to 1.47 million units.

Analysts attributed a small part of the March decline to buyers waiting for a scheduled cut in the car-sales tax, which takes effect this month.

The deferral effect "may have cost a couple of points of sales," according to analyst Steve Usher of Kleinwort Benson International in Tokyo. "But overall, the market remains very weak."

Alone among the industry's five biggest producers, Mitsubishi Motors Corp. scraped out a 1.8 percent sales gain last month to 64,209 units.

But Toyota Motor Corp. was down 5.8 percent to 290,359; Nissan Motor Co. fell 8.6 percent to 168,572; Mazda Motor Corp. fell 6.2 percent to 49,534; and Honda Motor Co. sales slipped 5.9 percent to 48,463.

Import sales in March slid a steep 21.6 percent from a year earlier to 17,398, continuing a decline now in its 15th month.

Volkswagen sales slid 47.8 percent to 2,056 units; Audi fell 42.5 percent to 1,247, and Mercedes-Benz fell 18.5 percent to 3,088.

Countering the market, General Motors sales rose 7.4 percent to 1,030 units. Officials said the upturn reflected positive response to a comparative ad campaign launched by GM in early March.

Could you sell 300* MORE units over your current 1992 projections?

Jim DeVoe, President
Auto Credit
DeVoe Chevrolet • Cadillac

YOU CAN DO IT!
Dealer Carried Financing is the Answer!

FACT: Dealers lose sales because customers can't get approved by conventional lending institutions.
FACT: DCF, or Buy Here-Pay Here, is the fastest growing profit center in the auto industry.
FACT: Dealers can enter this profitable business and have their investment back in 18 months.
FACT: Over 650 Dealer Organizations from the United States and Canada have learned how to achieve these results from one source. A source that offers to:

- Increase Total Units Sold
- Maximize Your Gross Sales
- Limit Initial Investment
- Generate Significant Net Profits
- Give the Highest ROI
- Benefit Your Employees
- Supply a Service to Customers

CALL NOW for more information!

1•317•668•1554

Five Year Projected Net Profits

*Avg. result of over 100 dealers trained in our Auto Credit Seminar in 1991.

Auto Credit II
DEALER CARRIED FINANCE PROGRAM
The Proven System
From the Proven Team

SEMINARS • 30 GROUPS • FRANCHISES • COMPUTERS • CONSULTANTS

Circle ReaderService #9

26.6% gain by VW leads Mexico sales hike in Jan.

MEXICO CITY — The Mexican market in January picked up where it left off in 1991, with Volkswagen leading the way to a boost in sales.

Total industry sales rose 4.8 percent in January, due primarily to 26.6 percent gain at volume leader VW. Its biggest gain came from the soon-to-be-replaced Golf, which doubled to 4,516 sales.

General Motors, the industry's truck leader, posted the only other sales increase among Mexico's Big Five makers. A 15 percent rise in truck sales offset a decline in cars, and GM finished the month with a 6.5 percent overall gain.

Chrysler, Ford and Nissan all posted small losses in January.

The Mexican industry is coming off its most productive year ever. Nearly 1 million vehicles were built in calendar 1991 for Mexico's market and export. The pace increased in January 1992 when total car and truck production reached 94,048 units, topping year-ago levels by 19.4 percent.

VW, Ford, GM and Chrysler each had significant boosts in export production, most of it bound for the United States.

MEXICO CAR AND TRUCK SALES

	JAN. 1992	JAN. 1991
Cars	5,511	4,968
Trucks	3,666	4,578
Imports	142	99
CHRYSLER	**9,319**	**9,645**
Cars	5,174	5,422
Trucks	5,160	5,027
Imports	0	508
FORD	**10,334**	**10,957**
Cars	2,499	2,824
Trucks	5,160	4,486
Imports	578	426
GM	**8,237**	**7,736**
Cars	7,058	7,058
Trucks	3,032	3,089
Imports	0	255
NISSAN	**10,090**	**10,402**
Cars	12,831	10,403
Trucks	1,318	745
Imports	2	30
VOLKSWAGEN	**14,151**	**11,178**
Cars	33,073	30,675
Trucks	18,336	17,925
Imports	722	1,318
TOTAL BIG 5	**52,131**	**49,918**
OTHER*	**2,237**	**1,978**
TOTAL INDUSTRY	**54,368**	**51,896**

*Tractor-trailers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	Jan. 1992	Jan. 1991
Cars for Mexico	5,911	5,038
Cars for export	6,848	7,027
Trucks for Mexico	4,124	5,172
Trucks for export	2,119	353
CHRYSLER	**19,002**	**17,590**
Cars for Mexico	5,693	5,430
Cars for export	11,855	7,866
Trucks for Mexico	5,577	4,852
FORD	**23,125**	**18,148**
Cars for Mexico	3,210	2,846
Cars for export	6,406	3,995
Trucks for Mexico	6,243	5,467
GM	**15,859**	**12,308**
Cars for Mexico	7,062	7,130
Cars for export	2,330	1,176
Trucks for Mexico	3,039	3,264
Trucks for export	781	434
NISSAN	**13,212**	**12,004**
Cars for Mexico	13,328	11,568
Cars for export	5,588	3,993
Trucks for Mexico	1,398	1,136
VOLKSWAGEN	**20,314**	**16,697**
Cars for Mexico	35,204	32,012
Cars for export	33,027	24,057
Trucks for Mexico	20,381	19,891
Trucks for export	2,900	787
TOTAL BIG 5	**91,512**	**76,747**
Trucks for Mexico	2,536	2,038
Trucks for export	0	10
OTHER*	**2,536**	**2,048**
TOTAL INDUSTRY	**94,048**	**78,795**

*Tractor-trailers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

Heavy-truck dealers survey analysis

Dollar amounts in thousands

	1987	1988	1989	1990	1991
Average monthly sales	$1,362.5	$1,518.2	$1,589.0	$1,492.5	$1,357.9
Profit as percent of sales	1.8%	2.2%	1.9%	2.0%	1.5%
Return on assets	6.6%	8.7%	6.7%	6.4%	4.7%
Average month's expense	$178.8	$190.9	$208.2	$225.0	$214.1
Expenses as percent of gross profit	94.8%	93.8%	95.4%	96.3%	93.0%
Warranty sales	$23.9	$27.5	$34.8	$41.7	$43.8
Warranty receivables as percent of sales	282.1%	304.1%	260.5%	243.9%	236.3%
New-truck sales	$824.5	$959.3	$952.8	$833.3	$729.2
New-truck gross as percent of sales	5.7%	6.2%	5.9%	6.2%	5.6%
Used-truck sales	$133.3	$153.0	$166.2	$166.7	$172.9
Used-truck gross as percent of sales	6.8%	7.9%	8.2%	6.7%	6.7%
Labor sales	$104.8	$90.3	$104.0	$119.4	$112.4
Gross as percent of labor sales	59.4%	62.5%	64.9%	63.8%	63.7%
Parts sales	$268.3	$272.5	$304.8	$334.5	$322.5
Gross as percent of parts sales	25.1%	25.4%	25.4%	25.8%	25.7%
Parts and service absorption	86.0%	84.7%	85.2%	88.8%	90.4%

Source: American Truck Dealers dealer attitude survey

DAVID L. BURHANS / AUTOMOTIVE NEWS

Forward Focus

Expense control was the watchword in 1991 as dealer took action to combat expected downturns in sales and profits

By: Joseph Bohn

The average medium- and heavy-truck dealership's sales and profits dropped to their lowest level in five years during 1991.

New-truck, labor and parts sales all declined during the dismal year. Used-truck sales posted the only increase.

But as the American Truck Dealers 29th annual convention and exposition at the San Francisco Hilton winds up on Tuesday, dealers can console themselves with the improving market outlook and the job they have done in sharpening their business-expense controls.

As tough as 1991 was, "it could've been a heck of a lot tougher if the guys hadn't realized what was going on and stepped up to control their expenses," said Fred Stevenson, manager of ATD consulting services in McLean, Va.

From less than a 1 percent net profit during the first half of 1991, dealers managed to post a 1.5 percent profit for the full year by curtailing expenses, Stevenson said. Expense control has pretty much become their watchword.

Stevenson, like other analysts, said the new-truck market has started to turn upward.

He anticipates U.S. Class 8 truck sales reaching 220,000 in calendar 1992, up from last year's 98,730 units.

"Dealers now have to get their parts and service business in such a position that new and used truck sales become incremental profits for them," Stevenson said.

"The really successful ones are doing that already. They have a more effective management of their parts and service departments, more effective merchandising, and provide extra services" for customers, he said.

"The challenge for the dealer today is to expand his services for his customers. He has to know more about his customers' businesses to serve them properly. Call it 'value-added,' " Stevenson said.

ATD's 20 Groups averaged only $1.358 million in sales last year, down 9 percent from a year earlier, and lowest since 1987's average of $1.362 million.

The overall decline in sales led to a 7.8 percent drop in dealers' gross profits.

Although dealers managed to trim their expenses by 4.9 percent, it was not enough to offset the decline in grosses. They averaged only 1.5 percent in net profits as a percent of sales, before bonuses and taxes. That was down from 2.0 percent in 1990 and lowest since 1986, when ATD first began tracking these numbers.

Parts and service receivables of $530,000 were up 2.8 percent from 1990, while parts and service sales of $435,500 were off 7.4 percent.

Parts and service receivables for items over 30 days past due dropped slightly to 33.3 percent, indicating dealers either were being more cautious in extending credit or tightening up their collection procedures.

Warranty sales of $43,800 were up 5 percent. Warranty receivables as a percentage of warranty sales were 236.3 percent, a 4.1 percent drop from 1990.

While this figure is substantially above the ATD guideline of 150 percent, it is the lowest ATD has recorded and reflects the increased emphasis being given warranty receivables by dealers and original equipment manufacturers.

New-truck grosses as a percent of sales totaled 5.6 percent. That was lowest since the 4.7 percent in 1987 and represented a 9.7 percent drop from 1990.

Dealer gross as a percent of labor sales totaled 63.7 percent, down slightly from 63.8 percent in 1990. The gross as a percentage of parts sales also dropped slightly to 25.7 percent from 25.8 percent — reflecting greater competition for this business.

Parts and service absorption reflected one bright spot in an otherwise bleak year. At 90.4 percent, it was up 1.6 percentage points and was at the highest level ever calculated by ATD.

Stevenson said this reflects dealers' emphasis on expense control and cost reduction. □

Joseph Bohn is truck editor for Automotive News.

Laying Down the Law

Government regulators are readying significant rules this year

By: Max Gates

If 1991 was the year of environmental concern following passage of the Clean Air Act amendments of 1990, then safety is the issue in 1992 following passage late last year of the Intermodal Surface Transportation Efficiency Act, or ISTEA (pronounced like "ice tea").

No significant safety rules are ready to take effect, but several are being written, says Barry Felrice, associate administrator for rulemaking at the National Highway Traffic Safety Administration.

A new regulation on rear underride protection should be ready by early 1993, Felrice says. The rule is designed to prevent vehicles from slipping under the back of a large truck or trailer in a rear-end collision.

The current proposed rules apply only to trailers, "although there are activists asking why they don't apply to straight trucks as well," notes Thomas Carr, vice president with the Motor Vehicle Manufacturers Association. "So far, there hasn't been anything on that."

Rear underride guards were last proposed 10 years ago and first proposed 10 years before that, Felrice says. The last time around, the rules were killed by opposition to testing require-

Franchise Feedback

ATD survey ratings spark Volvo, GMC and Nissan to step up their direct communications with dealers

By: Joseph Bohn

Volvo GM Heavy Truck Corp. improved the value of its franchise dramatically during 1991, according an American Truck Dealers' dealer attitude survey.

The swift change occurred between May 1991 and November 1991. Dealers only gave Volvo GM a 6.5-point rating out of a possible 10 in May. They bumped that up to 7.3 points by November.

"The folks at Volvo GM started listening to dealers and the dealer council in a new way. It had a positive effect on the dealer body," said Jim Westlake, director of the American Truck Dealers division of the National Automobile Dealers Association.

The medium-duty truck operations of GMC, Chevrolet and Nissan Diesel America Inc. are likely to be next in scoring significant ratings improvements this year.

That is because GMC, which handles medium-duty truck marketing for itself and Chevrolet, is expanding sales and service support for 650 dealers it handles, said Ray Rota, GMC general sales manager.

GMC had cut back field sales and service support for the dealers as an economy move. The division relied on light-truck field personnel and telephones to take up the slack, said Westlake.

"The dealers slam-dunked them," he said, referring to the below-average 6.4-point and 6.2-point ratings in the value of GMC and Chevrolet franchises.

"There's no satisfactory alternative to dealing with dealers directly. GM got the message," Westlake said.

Other than the communications problem, GM dealers and customers have "really liked the products and done well with them," Westlake added.

DEALER PERCEPTIONS OF FRANCHISE VALUE

	May 1991	Rank	Nov. 1991	Rank	Change
Freightliner	8.2	1	8.2	1	—
Kenworth	7.4	4	7.5	2	0.1
Peterbilt	7.6	3	7.5	2	−0.1
Mitsubishi Fuso	7.8	2	7.5	2	−0.3
Ford Medium	7.4	4	7.4	5	—
WhiteGMC	6.5	11	7.3	6	0.8*
Isuzu	7.2	6	7.2	7	—
International	6.9	7	7.1	8	0.2
Mack	6.7	9	7.0	9	0.3
Hino	6.8	8	6.9	10	0.1
GMC Medium	6.6	10	6.4	11	−0.2
Chevy Medium	6.1	12	6.2	12	0.1
Ford Heavy	5.8	13	6.1	13	0.3
UD	4.8	15	6.1	13	1.3
Western Star	4.9	14	4.4	15	−0.5
Total Response	**6.7**		**6.9**		**0.1**

Source: ATD dealer attitude survey
*Statistically significant at a 95 percent confidence level

Nissan Diesel's rating by its UD-brand dealers "is guaranteed" to improve as a result of establishing a dealer council, said Jerry Dion, owner of Westrux International Inc. in La Mirada, Calif.

Dion is one of Navistar's largest dealers and also sells Nissan's UD trucks.

Nissan Diesel was the second-last major manufacturer to establish a dealer council in October 1991, according to Westlake.

It only held its first official council meeting with dealer representatives in January 1992, according to Dion, who is the dealer council's first chairman.

Isuzu Truck of America still doesn't have a dealer council, Westlake said.

Japanese medium-duty truck importers have typically been slow to establish dealer councils. They generally used dealer advisory groups, with members appointed by the importers, during their initial years of operation in the United States.

Mitsubishi Fuso Truck of America Inc. was the first of the four Japanese medium-duty importers to come up with a national dealer council.

Hino Diesel Trucks (U.S.A.) Inc. became the second last year, and was followed by Nissan Diesel later in the year.

Without a dealer council, Nissan Diesel "hasn't had a formalized dealer/company communications process to deal with broad issues," Dion said.

The company received a 6.1-point rating on the value of its franchise by its dealers.

"Now that they have one, it will be a big benefit to both parties," he added.

ATD surveys dealer attitudes about their franchises twice a year. In spring, it conducts an expanded, 150-question survey, and in the fall an abbreviated one.

"With the expanded survey, we've been able to detail the 'why' of dealers's concerns. Before many manufacturers got only the big picture," said Westlake.

Within the past two years, Westlake, along with the appropriate national dealer council chairman and ATD line representative, have begun paying visits to individual truck manufacturers when the survey results become available.

Typically, the trio of NADA and dealer representatives discusses issues brought out by the surveys with the top managements of the different truck nameplates.

"It saves everybody a lot of time and research because we're doing it for them (manufacturers)," Westlake said.

"They get a clearer picture of dealers' concerns and how to address them," he added.

ATD even separated dealer responses into six regional categories, so that different area concerns can be highlighted.

"If a manufacturer gets a good response from dealers in five areas and shows a particular weakness in the sixth, factory officials can hone right in on the one guy who's responsible," Westlake said.

The dealer ratings of their franchises are purely subjective. They reflect an attitude — but they also provide a kind of report card on how good a job manufacturers are doing.

Manufacturers take them seriously. Westlake said current changes by Chevrolet, GMC and Nissan clearly indicate that. □

NAFA survey finds strong fleet sales in store for '92

Ninety-eight percent of U.S. respondents to an NAFA survey indicated the 1992 vehicles purchased or leased for use by their sales and service personnel bear Big 3 nameplates.

General Motors came out on top in the survey, with nearly 41 percent of all fleet sales. Ford had 34 percent and Chrysler 23 percent.

Imports will account for 2 percent of 1992 fleet sales in the United States, with Toyota the biggest seller.

"Fleets have long been great supporters of the domestic manufacturers," says Gordon West, NAFA president. "Year in and year out, the Big 3 have been able to count on the fact that fleets will purchase at least 25 percent of all newly manufactured vehicles. In tough economic times such as these, and with global competition a reality, it's difficult to ignore the importance of steady fleet sales."

Only 1 percent of all respondents said they plan to switch from company-provided to employee-provided vehicles.

Respondents indicated they purchased or expect to purchase 33,082 1992 cars, 14,601 light-duty trucks and 8,726 vans (total 56,409).

Respondents indicated they have leased or will lease 45,933 cars, 12,771 vans and 6,657 light-duty trucks (total 65,361).

The combined total of purchased and leased vehicles is 121,770, up from last year's total of 80,490.

Not only will strong fleet sales continue, but 15 percent of respondents said they will increase the number of vehicles in their fleets during the next year. With each respondent managing an average of 1,194 vehicles, that means manufacturers should be in for another good fleet sales year in 1992.

More than half of survey respondents said manufacturers' option packages have affected their selection of fleet vehicles. Most significantly, respondents said option packages have resulted in increased vehicle costs.

VEHICLE SELECTION FACTORS

Rating System:

1 Most important	4 Somewhat important
2 Very important	5 Little importance
3 Important	6 No importance

	U.S. fleets		Canadian fleets	
	Avg. rating	Rank	Avg. rating	Rank
Initial cost	1.8	1	1.6	1
Job suitability	2.0	2	2.0	2
Repair record	2.6	4	2.7	4
Economy of operation	2.6	4	2.7	4
Depreciation resale value	2.8	5	2.8	5
Serviceability	2.6	4	2.5	3
Safety record	2.5	3	2.8	5
Warranty program	2.9	6	2.9	6
Order/delivery time/distribution	3.2	7	3.3	8
Country where manufactured	3.3	8	3.3	8
Company image/prestige	3.6	9	3.2	7
Driver preference	3.8	10	3.5	9
Administrative ease	4.0	11	3.8	10
Insurance costs	4.4	12	4.2	11
Fringe benefit	4.8	13	4.5	12

Source: National Association of Fleet Administrators survey

Cellular phones are making drivers more efficient; 51 percent of all survey respondents provide cellular phones in their fleet vehicles.

Who has cellular phones in their company-provided vehicles? According to the survey, 52 percent are provided to management, executives and administrative personnel. In addition, three of 10 vehicles provided to field sales, marketing, service and claims personnel have cellular phones. And "those who need one" (11 percent) are provided with a cellular phone.

Most respondents (84 percent) indicated they do not order optional or aftermarket anti-theft devices for their fleet vehicles.

More than one-quarter of survey respondents indicated they plan to acquire alternate-fuel vehicles for their fleets, and compressed natural gas vehicles are the top choice (58 percent).

Of the 13 percent who indicated changes are planned in the size or type of their fleets, most are going from fleets of mainly full-sized to mid-sized vehicles. This reverses the trend in last year's survey.

The survey drew 562 responses, or 27 percent of NAFA's membership. Corporate members made up 58 percent of the respondents, government/law enforcement personnel 18 percent, and public utility personnel 6 percent. They manage 362,574 company-owned and 209,411 leased vehicles (571,985 total).

Most of those vehicles (56 percent) are cars, with light-duty trucks second (23 percent) and minivans third (21 percent). □

Canadian fleet managers' purchases also emphasize safety

Canadian vehicle fleets are becoming safer too.

A survey by NAFA found that 8 percent of corporate respondents only order vehicles with airbags and 32 percent order airbags whenever the option is available.

None of the respondents representing public utility fleets said they require airbags, although 33 percent order them as an option when available. The figures for law enforcement/government fleets indicated 17 percent require airbags.

Anti-lock brakes are required by nine percent of Canada's corporate respondents; 21 percent order them as an option when available.

No public utility respondents required ABS, but 33 percent order it as an option when available.

The figures for law enforcement/government fleets indicate 8 percent only order vehicles with ABS; 8 percent order it as an option when available.

Ten percent of corporate respondents order optional or aftermarket anti-theft devices for their fleet vehicles, while 33 percent of public utility fleets provide the devices. So do eight percent of law enforcement/government fleets.

Canadian respondents indicated they purchased or expect to purchase 3,348 cars, 1,211 vans and 1,905 light-duty trucks (total 6,464) in 1992. They lease or expect to lease 3,703 cars, 736 vans and 1,036 light-duty trucks (5,475 total), for a grand total of 11,939 new vehicles acquired.

Canadian members purchased or expect to purchase most of their vehicles from General Motors (39 percent). Ford was second at 35 percent, with Chrysler at 24 percent.

Imports accounted for 2 percent of Canadian fleet sales, with Nissan on top.

Of the 53 percent of Canadian respondents who indicated manufacturers' option packages affected their selection of fleet vehicles, three-quarters said it resulted in increased vehicle costs.

Over half (51 percent) said they provide cellular telephones in their fleet vehicles. The phones are provided to management, executives and administrative personnel (36 percent); field, sales, marketing, service and claims personnel (29 percent); and those who need them (17 percent).

Over one-quarter (28 percent) plan to acquire alternate-fuel vehicles for their fleets. Propane is the fuel of choice of 57 percent.

Thirteen percent of respondents indicated vehicle changes are planned, with many switching from mid- and full-sized cars to minivans. Ten percent will increase the number of vehicles in their fleets.

NAFA received 82 responses from Canadian members (up 11 percent from last year). Of those, 59 represented corporate members, 12 were from law enforcement/government, three were from public utilities and nine indicated "other." They manage 50,472 company-owned and 13,505 leased vehicles (63,977 total). □

▶ From Page 14i

According to NAFA's survey, 14 percent of corporate fleet managers only order vehicles with ABS, 4 percent of public utility fleets provide ABS, and 11 percent of law enforcement and government fleets require ABS.

Almost one-third of both corporate and public utility fleets order ABS as an option when available, and 45 percent of law enforcement and government fleets order ABS as an option when available.

NAFA also has released the results of another membership survey conducted at the request of OSHA to determine the frequency of certain safety-related practices of U.S. fleets.

Questions focused on policies which require drivers to wear seat belts while operating vehicles on official business, and on policies regarding any employer-provided safety awareness training for drivers.

Two conclusions were reached:

- An overwhelming number of fleets (78 percent) already require drivers to wear seat belts while operating vehicles on official business.
- The great majority of fleets (70 percent) do not provide mandatory driver safety awareness training for all individuals who drive regularly on official business.

According to the survey, generally the larger the fleet, the greater the likelihood that the fleet would mandate seat belt use.

About one-third of employers who require seat belt use impose a penalty on drivers who fail to obey the policy.

Companies that do not impose a penalty said it is difficult to discover non-use in scattered fleet operations, and, in any case, seat belt-use is required by law in most areas.

Fewer than one-third said they provide driver safety awareness education for "all employees who regularly drive on official business."

Some companies said they provide training for drivers covered by commercial drivers license regulations, but not for sales, service or executive personnel.

In-house instructors are the most popular vehicle for employer-provided driver safety awareness training. Others use outside vendors and a few use videotapes.

The most common time period for providing driver safety training is within the first 90 days of employment. The duration of training is usually four or more hours.

Many who cited training as lasting more than four hours said the training includes commercial drivers-license education and instruction that includes behind-the-wheel sessions.

Driver safety awareness instruction also usually includes vehicle familiarization, use of safety equipment, effects of alcohol and drugs, and safe driving practices. □

Al Fleming is industry editor of Automotive News.

HUGHES

Will lead GM Europe by doing

continued from PAGE 3

tion has a long way to go and we don't kid ourselves," he said.

If Eisenach works, "it becomes almost a lighthouse, a symbol for the rest of Europe," Hughes said.

Hughes had intended to stay at Opel for another two years, particularly to see Eisenach through to full capacity. But since Opel represents two-thirds of GM's European manufacturing capacity, he is certain "my reforms will not be jeopardized."

Hughes said he knew "for some time" that he was a candidate for the job vacated by Eaton, Chrysler Corp.'s new vice chairman. But he said there was no connection between his promotion and his being named a corporate vice president the week before Eaton resigned.

"That was a true coincidence," Hughes said.

Hughes is not easily labeled as either a "bean-counter" or a "car guy," the tags given to executives from the finance or engineering side. Hughes understands both the process and the balance sheet.

Hughes, who earned a mechanical engineering degree from the former General Motors Institute and a master's degree in business administration from Harvard University, joined GM in 1966, under a work-study program.

He moved to the corporate treasurer's office in New York in 1973, was promoted to assistant treasurer in 1982 with general overall responsibility for international activities, and was named vice president of finance and a member of the board of directors of GM of Canada in 1985.

In March 1987, Hughes moved to GM Europe headquarters in Zurich as vice president of finance. He became Opel's chairman and managing director in April 1989.

Executives say Hughes won over his managers and blue-collar workers at Opel by learning German and insisting that all business be conducted in German. He talked to workers, spent a week on the assembly line in Russelsheim at Opel's major plant, and streamlined the business.

But Hughes refuses to take sole credit for transforming Opel's image, product range and processes. "Our accomplishment is what the team has put together," Hughes said.

He wants his workers to feel that "anyone can come to you and feel they are being listened to and their are problems acted on."

"They have to know that they are treated as a peer," he said.

When problems occur, it is because of a failure in the process or the system, not necessarily because of an employee, Hughes said.

At the helm of GM Europe, Hughes said he will "do the same thing I did at Opel.

"For a while I will listen and sit down and have in-depth discussions with key players, and sort it out and build a team again. We have a very good team."

The reshuffling of GM management corporatewide hasn't increased the pressure on Hughes, who attributes his ability to cope to a balanced life he shares with his wife Candy, a psychologist, and his children.

"I sleep well every night despite the pressure. I take my briefcase home on Friday night, play with my kids, and do not open it until Sunday evening. You have to know when to shut the company off, to regenerate yourself."

EXPORTS

MITI gives more to smaller makers

continued from PAGE 1

companies comes from Daihatsu, which announced its withdrawal from the U.S. passenger-car market earlier this year.

The allocation for Suzuki Motor Corp. will match the company's U.S. sales in the year ending March 31, sources said.

Overall, the changes are expected to accelerate existing trends for Japanese makers in the United States — higher prices and a shift upmarket; increased emphasis on luxury brands; and more U.S. production. In determining allocation, MITI used actual exports for fiscal 1990 and 1991, giving consideration to U.S. production capabilities.

Toyota, Honda, Mitsubishi and Mazda have used at least 80 percent of their allocations in recent years, while Nissan, Subaru, Suzuki and Daihatsu used far less.

In fiscal 1990, Isuzu exported 121,000 passenger cars to the United States, its entire allocation. The company expected to export 110,000 passenger cars in the just-ended fiscal year, when its allocation was 124,000 units, but a spokeswoman last week declined to confirm the figure. According to the spokeswoman, Isuzu shipped 94,102 units to the United States in calendar 1991. The allocation for the coming year is 110,000.

General Motors buys most of Isuzu's passenger-car exports to the United States for distribution through the Geo sales channel.

Ben Moyer, an analyst at Merrill-Lynch's Tokyo office, said he expects the lower ceiling to affect Japanese planning in the United States: "They've wiped out 650,000 units of future supply capability. It is going to change their strategy."

Moyer cited several possible consequences:

- Mitsubishi Motors might now try to reduce the proportion of Chrysler models coming out of the Diamond-Star Motors plant in Normal, Ill.;
- Toyota could move up plans for a second Camry assembly line in Georgetown, Ky.;
- Honda may add capacity in the United States.

Moyer predicted that incentives will be used less aggressively by the Japanese companies: "There is not as much need to reduce inventories. They can let inventories come down more naturally."

JAPAN AUTOMAKERS' NEW EXPORT QUOTAS

	New allocs.	Est. actual FY 1991	Previous allocs.
Toyota	480,000	514,000	610,000
Nissan	300,000	323,000	544,000
Honda	320,000	340,000	427,000
Mazda	195,000	208,000	226,000
Mitsubishi	155,000	163,000	193,500
Isuzu	110,000	94,102*	124,000
Subaru	60,000	51,000	107,000
Suzuki	30,000	30,000	60,000
Daihatsu	—	6,200	17,000
TOTAL	**1,650,000**	**1,729,302**	**2,308,500**

(1) 1991 calendar year

TOYOTA

Execs may share responsibilities

continued from PAGE 1

of strategic and product planning.

- James Press, 46, recently named president at subsidiary Toyota Aviation Inc. after serving as senior vice president at Southeast Toyota Distributors Inc.
- Jerry Pyle, 55, president and general manager of Gulf States Toyota Inc., an independent distributor.
- John Matt, 53, general manager of Toyota's Los Angeles region.

Olson said that the company had planned to make announcements about all the changes after a biannual meeting with the Toyota Motor Corp. board in June. But press reports in Japan about McCurry's departure "forced our hand" into making an announcement last week. He said additional changes will be revealed "as soon as Yale and Shinji are ready."

Sources inside and outside the company say that Toyota in Japan had been planning to change the guard for months. The parent company had viewed the pending retirement of McCurry as an opportunity to exert more control. That will be easier with a more decentralized structure.

In addition, Toyota's volume-oriented strategy has been costly politically and financially. The move to a more finance-oriented leadership, as reflected by the choice of Gieszl and Sakai, acknowledges a need to capture more profit from each sale.

McCurry has left a deep imprint on Toyota's U.S. sales organization since taking over in 1984. A quintessential salesman, he pushed volume with aggressive advertising, incentives and promotions — and through the sheer force of his personality.

Dealers say he demanded total loyalty. Those that weren't viewed as "team players" risked having their allocation squeezed.

Detractors say he manages by fear. Others say he simply knows what he wants done and how to do it. "I don't get stress, I give it," is one of his favorite sayings, according to Toyota lore.

While McCurry is rightly credited with establishing Toyota firmly as the top importer in the United States, his autocratic style was out of step with the times. As Toyota and other Japanese companies have come under protectionist fire, McCurry's volume-at-any-cost strategies conflicted with Japan's wish for a lower profile.

McCurry, for example, had publicly proclaimed his need for a full-sized pickup. The parent company, apparently shy of pitting Toyota squarely against the Big 3's last remaining exclusive profit center, first put the decision on hold. When the truck arrives in the 1993 model year, it will be a less threatening mid-sized model.

Togo is also a hard-charging salesman in much the same mold as McCurry. Unlike many Japanese executives who keep a low profile, Togo relishes the spotlight. He visits dealers frequently. His round business cards, which feature a caricature of him, have become a Toyota legend.

Together, they've made a formidable pair.

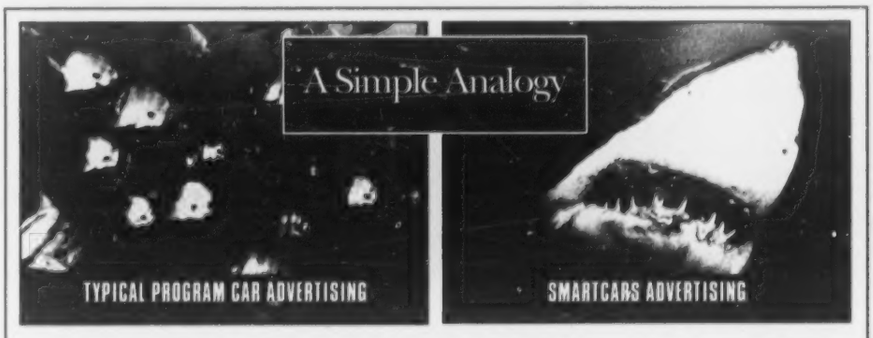
"Whether you liked their strong-arm tactics or not, they did a helluva job," says one dealer.

In contrast, Gieszl is said to be quiet and contemplative. And Sakai is different than Togo. "As Bob and Yuki are alike, so are Yale and Shinji," says Olson.

Sakai's background, like Gieszl's, is in finance. As a Toyota Motor Corp. director since 1988, Sakai has worked with U.S. executives as a liaison between the parent company and the U.S. sales arm. In his most recent position, Sakai oversaw North American production and marketing.

Toyota says it hasn't decided exactly what Togo and McCurry will do in their new jobs. Some dealers wonder whether they'll actually step out of the day-to-day loop.

Olson said McCurry has discussed working in Toyota's Washington office. Togo plans to set up an office in Hawaii.



Today, higher profits means getting their attention.

Today, you need a powerful advertising message to get the consumer's attention. Smartcars can give you that competitive edge by positioning your store as *the premier* program car retail outlet in your market. With Smartcars advertising you'll be like a shark swimming with the guppies. Consumers will take notice and the result will be dramatically increased floor traffic.

Face it, advertising attracts customers. The problem these days, is that everybody's advertising looks alike. Consumers are often not getting your message. If you're selling program cars the problem is even worse because every dealer has them and consumers remain confused about what they are. Smartcars will fix all of that.

That's not an idle promise. All you have to do is look at over 110 Smartcars dealers throughout the U.S. and Canada to see what this powerful advertising program means in terms of increased floor traffic and profits.

If you understand program cars and the power of effective advertising, you owe it to yourself to examine this dramatic advertising package for television, newspaper and radio. The Smartcars advertising system is a way to break away from the pack and into higher profits.

Call 1-800-466-5663 to receive a sample video tape and brochure.

There is a whole new market of value seeking consumers waiting for you to speak to them.

Let Smartcars show you how.

Smartcars℠
CALL 1-800-466-5663
3918 Montclair Road, Suite 230, Birmingham, Alabama 35213

Circle ReaderService #73

U.S. CAR AND LIGHT-TRUCK SALES, MARCH — 1992 vs. 1991 (ranked by car and light-truck total sales)

Final

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Changes Share (Points)	Changes Sales (Percent)
Ford	101,180	99,082	14.0	13.6	119,834	98,795	30.7	27.8	221,014	197,877	19.9	18.2	1.7	11.7
Chevrolet/Geo†	91,002	101,038	12.6	13.8	91,134	94,403	23.4	26.6	182,136	195,441	16.4	18.0	−1.6	− 6.8
Toyota	64,548	62,035	9.0	8.5	24,785	22,695	6.4	6.4	89,333	84,730	8.0	7.8	0.2	5.4
Dodge	23,523	24,990	3.3	3.4	50,463	42,810	12.9	12.1	73,986	67,800	6.7	6.2	0.4	9.1
Pontiac	49,605	47,366	6.9	6.5	2,560	1,883	0.7	0.5	52,165	49,249	4.7	4.5	0.2	5.9
Honda	48,941	62,258	6.8	8.5	—	—	—	—	48,941	62,258	4.4	5.7	−1.3	−21.4
Oldsmobile	40,839	38,034	5.7	5.2	3,211	2,397	0.8	0.7	44,050	40,431	4.0	3.7	0.2	9.0
Buick	40,683	46,634	5.6	6.4	—	—	—	—	40,683	46,634	3.7	4.3	−0.6	−12.8
Nissan	25,949	29,998	3.6	4.1	12,808	14,518	3.3	4.1	38,757	44,516	3.5	4.1	−0.6	−12.9
Mazda	27,849	27,124	3.9	3.7	7,759	10,094	2.0	2.8	35,608	37,218	3.2	3.4	−0.2	− 4.3
Plymouth	15,823	15,821	2.2	2.2	16,761	15,873	4.3	4.5	32,584	31,694	2.9	2.9	0.0	2.8
Mercury	31,910	32,235	4.4	4.4	—	—	—	—	31,910	32,235	2.9	3.0	−0.1	− 1.0
GMC	—	—	—	—	26,870	24,520	6.9	6.9	26,870	24,520	2.4	2.3	0.2	9.6
Jeep	—	—	—	—	21,219	12,216	5.4	3.4	21,219	12,216	1.9	1.1	0.8	73.7
Cadillac	19,427	18,862	2.7	2.6	—	—	—	—	19,427	18,862	1.8	1.7	0.0	3.0
Saturn	16,757	3,302	2.3	0.5	—	—	—	—	16,757	3,302	1.5	0.3	1.2	407.5
Lincoln	15,319	17,309	2.1	2.4	—	—	—	—	15,319	17,809	1.4	1.6	−0.3	−14.0
Chrysler	11,479	9,811	1.6	1.3	1,033	379	0.3	0.1	12,512	10,190	1.1	0.9	0.2	22.8
Mitsubishi	10,972	10,615	1.5	1.5	1,463	1,564	0.4	0.4	12,435	12,379	1.1	1.1	0.0	0.5
Acura	10,517	12,703	1.5	1.7	—	—	—	—	10,517	12,703	0.9	1.2	−0.2	−17.2
Subaru	10,482	11,439	1.5	1.6	—	—	—	—	10,482	11,439	0.9	1.1	−0.1	− 8.4
Hyundai	10,212	12,005	1.4	1.6	—	—	—	—	10,212	12,005	0.9	1.1	−0.2	−14.9
Lexus	8,488	4,459	1.2	0.6	—	—	—	—	8,488	4,459	0.8	0.4	0.4	90.4
Isuzu	899	746	0.1	0.1	7,337	9,731	1.9	2.7	8,236	10,477	0.7	1.0	−0.2	−21.4
Volvo	8,148	7,358	1.1	1.0	—	—	—	—	8,148	7,358	0.7	0.7	0.1	10.7
VW	7,475	8,191	1.0	1.1	99	456	0.0	0.1	7,574	8,647	0.7	0.8	−0.1	−12.4
Mercedes	5,783	5,234	0.8	0.7	—	—	—	—	5,783	5,234	0.5	0.5	0.0	10.5
BMW	5,545	4,672	0.8	0.6	—	—	—	—	5,545	4,672	0.5	0.4	0.1	18.7
Eagle	4,902	5,091	0.7	0.7	—	—	—	—	4,902	5,091	0.4	0.5	0.0	− 3.7
Infiniti	3,755	2,389	0.5	0.3	—	—	—	—	3,755	2,389	0.3	0.2	0.1	57.2
Saab	3,124	3,754	0.4	0.5	—	—	—	—	3,124	3,754	0.3	0.3	−0.1	−16.8
Suzuki	549	500	0.1	0.1	1,844	1,926	0.5	0.5	2,393	2,426	0.2	0.2	0.0	− 1.4
Audi	1,662	861	0.2	0.1	—	—	—	—	1,662	861	0.1	0.1	0.1	93.0
Daihatsu	1,132	536	0.2	0.1	520	266	0.1	0.1	1,652	802	0.1	0.1	0.1	106.0
Jaguar	714	1,038	0.1	0.1	—	—	—	—	714	1,038	0.1	0.1	0.0	−31.2
Yugo	518	146	0.1	0.0	—	—	—	—	518	146	0.0	0.0	0.0	254.8
Porsche	361	532	0.1	0.1	—	—	—	—	361	532	0.0	0.0	0.0	−32.1
Alfa Romeo	308	340	0.0	0.0	—	—	—	—	308	340	0.0	0.0	0.0	− 9.4
Range Rover	—	—	—	—	272	319	0.1	0.1	272	319	0.0	0.0	0.0	−14.7
Peugeot	60	347	0.0	0.0	—	—	—	—	60	347	0.0	0.0	0.0	−82.7
Sterling	0	240	—	0.0	—	—	—	—	0	240	0.0	0.0	0.0	−100.0
Other*	167	167	0.0	0.0	—	—	—	—	167	167	0.0	0.0	0.0	0.0
TOTAL	**720,607**	**729,962**	**100.0**	**100.0**	**389,972**	**354,845**	**100.0**	**100.0**	**1,110,579**	**1,084,807**	**100.0**	**100.0**	**0.0**	**2.4**
TOTAL BIG 3	**462,449**	**460,075**	**64.2**	**63.0**	**333,085**	**293,276**	**85.4**	**82.6**	**795,534**	**753,351**	**71.6**	**69.4**	**2.2**	**5.6**
TOTAL JAPAN	**214,081**	**225,002**	**29.7**	**30.8**	**56,516**	**60,794**	**14.5**	**17.1**	**270,597**	**285,796**	**24.4**	**26.3**	**−2.0**	**− 5.3**
TOTAL EUROPE	**33,865**	**32,880**	**4.7**	**4.5**	**371**	**775**	**0.1**	**0.2**	**34,236**	**33,655**	**3.1**	**3.1**	**0.0**	**1.7**
GM	258,313	255,236	35.8	35.0	123,775	123,203	31.7	34.7	382,088	378,439	34.4	34.9	−0.5	1.0
Ford	148,409	149,126	20.6	20.4	119,834	98,795	30.7	27.8	268,243	247,921	24.2	22.9	1.3	8.2
Chrysler	55,727	55,713	7.7	7.6	89,476	71,278	22.9	20.1	145,203	126,991	13.1	11.7	1.4	14.3
Toyota/Lexus	73,036	66,494	10.1	9.1	24,785	22,695	6.4	6.4	97,821	89,189	8.8	8.2	0.6	9.7
Honda/Acura	59,458	74,961	8.3	10.3	—	—	—	—	59,458	74,961	5.4	6.9	− 1.6	−20.7
Nissan/Infiniti	29,704	32,387	4.1	4.4	12,808	14,518	3.3	4.1	42,512	46,905	3.8	4.3	−0.5	− 9.4
VW/Audi	9,137	9,052	1.3	1.2	99	456	0.0	0.1	9,236	9,508	0.8	0.9	0.0	− 2.9
†Geo	*18,975*	*17,306*	*2.6*	*2.4*	*2,509*	*2,128*	*0.6*	*0.6*	*21,484*	*19,434*	*1.9*	*1.8*	*0.1*	*10.5*
*Made by Japan**	*248,118*	*259,332*	*34.5*	*35.5*	*58,880*	*62,457*	*15.1*	*17.6*	*306,998*	*321,789*	*27.7*	*29.7*	*−2.0*	*− 4.6*

*Includes 1992 estimated sales of 80-Ferrari, 22-Rolls/Bentley, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 3 MONTHS — 1992 vs. 1991

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Changes Share (Points)	Changes Sales (Percent)
Ford	276,339	268,246	14.3	14.1	303,059	261,730	30.1	28.6	579,398	529,976	19.7	18.0	1.7	9.3
Chevrolet/Geo†	245,130	270,458	12.7	14.2	241,147	239,177	24.0	26.1	486,277	509,635	16.6	17.4	−0.8	− 4.6
Toyota	166,104	150,194	8.6	7.9	61,741	59,550	6.1	6.5	227,845	209,744	7.8	7.1	0.7	8.6
Dodge	65,207	84,884	3.4	4.5	126,998	107,151	12.6	11.7	192,205	192,035	6.5	6.5	0.0	0.1
Honda	141,927	136,931	7.3	7.2	—	—	—	—	141,927	136,931	4.8	4.7	0.1	3.6
Pontiac	127,927	119,176	6.6	6.3	6,655	4,709	0.7	0.5	134,582	123,885	4.6	4.2	0.4	8.6
Buick	124,996	128,501	6.5	6.7	—	—	—	—	124,996	128,501	4.3	4.4	−0.1	− 2.7
Nissan	76,753	76,326	4.0	4.0	36,127	37,343	3.6	4.1	112,880	113,669	3.8	3.8	0.0	− 0.7
Oldsmobile	100,338	97,831	5.2	5.1	7,724	5,708	0.8	0.6	108,062	103,539	3.7	3.5	0.2	4.4
Mercury	90,107	84,501	4.7	4.4	—	—	—	—	90,107	84,501	3.1	2.9	0.2	6.6
Plymouth	42,554	48,840	2.2	2.6	43,566	39,573	4.3	4.3	86,120	88,413	2.9	3.0	−0.1	− 2.6
Mazda	60,390	63,454	3.1	3.3	20,788	25,736	2.1	2.8	81,178	89,190	2.8	3.0	−0.3	− 9.0
GMC	—	—	—	—	71,228	60,960	7.1	6.7	71,228	60,960	2.4	2.1	0.3	16.8
Cadillac	55,036	52,819	2.9	2.8	—	—	—	—	55,036	52,819	1.9	1.8	0.1	4.2
Jeep	—	—	—	—	54,213	35,678	5.4	3.9	54,213	35,678	1.8	1.2	0.6	52.0
Saturn	39,996	6,878	2.1	0.4	—	—	—	—	39,996	6,878	1.4	0.2	1.1	—
Lincoln	39,851	46,629	2.1	2.4	—	—	—	—	39,851	46,629	1.4	1.6	−0.2	−14.5
Mitsubishi	34,672	39,312	1.8	2.1	4,706	8,043	0.5	0.9	39,378	47,355	1.3	1.6	−0.3	−16.8
Chrysler	33,786	30,111	1.7	1.6	2,613	890	0.3	0.1	36,399	31,001	1.2	1.1	0.1	17.4
Acura	29,559	31,465	1.5	1.7	—	—	—	—	29,559	31,465	1.0	1.1	−0.1	− 6.1
Lexus	24,012	11,886	1.2	0.6	—	—	—	—	24,012	11,886	0.8	0.4	0.4	102.0
Subaru	23,387	26,557	1.2	1.4	—	—	—	—	23,387	26,557	0.8	0.9	−0.1	−11.9
Hyundai	23,080	28,325	1.2	1.4	—	—	—	—	23,080	28,325	0.8	1.0	−0.2	−18.5
VW	19,986	22,134	1.0	1.2	376	1,155	0.0	0.1	20,362	23,289	0.7	0.8	−0.1	−12.6
Isuzu	2,372	1,870	0.1	0.1	17,917	22,337	1.8	2.4	20,289	24,207	0.7	0.8	−0.1	−16.2
Volvo	18,644	18,339	1.0	1.0	—	—	—	—	18,644	18,339	0.6	0.6	0.0	1.7
Mercedes	14,900	12,592	0.8	0.7	—	—	—	—	14,900	12,592	0.5	0.4	0.1	18.3
Eagle	13,008	12,109	0.7	0.6	—	—	—	—	13,008	12,109	0.4	0.4	0.0	7.4
BMW	12,943	10,585	0.7	0.6	—	—	—	—	12,943	10,585	0.4	0.4	0.1	22.3
Infiniti	8,787	6,156	0.5	0.3	—	—	—	—	8,787	6,156	0.3	0.2	0.1	42.7
Suzuki	1,511	1,253	0.1	0.1	4,287	4,430	0.4	0.5	5,798	5,683	0.2	0.2	0.0	2.0
Saab	5,648	6,591	0.3	0.3	—	—	—	—	5,648	6,591	0.2	0.2	0.0	−14.3
Daihatsu	2,535	1,409	0.1	0.1	1,306	790	0.1	0.1	3,841	2,199	0.1	0.1	0.1	74.7
Audi	3,835	2,578	0.2	0.1	—	—	—	—	3,835	2,578	0.1	0.1	0.0	48.8
Jaguar	1,987	2,117	0.1	0.1	—	—	—	—	1,987	2,117	0.1	0.1	0.0	− 6.1
Yugo	1,412	758	0.1	0.0	—	—	—	—	1,412	758	0.0	0.0	0.0	86.3
Porsche	1,190	1,084	0.1	0.1	—	—	—	—	1,190	1,084	0.0	0.0	0.0	9.8
Range Rover	—	—	—	—	814	731	0.1	0.1	814	731	0.0	0.0	0.0	11.4
Alfa Romeo	921	860	0.0	0.0	—	—	—	—	921	860	0.0	0.0	0.0	7.1
Peugeot	211	1,011	0.0	0.1	—	—	—	—	211	1,011	0.0	0.0	0.0	−79.1
Sterling	0	655	—	0.0	—	—	—	—	0	655	0.0	0.0	0.0	−100.0
Other*	501	501	—	0.0	—	—	—	—	501	501	0.0	0.0	0.0	0.0
TOTAL	**1,931,542**	**1,905,926**	**100.0**	**100.0**	**1,005,265**	**915,691**	**100.0**	**100.0**	**2,936,807**	**2,821,617**	**100.0**	**100.0**	**0.0**	**4.1**
TOTAL BIG 3	**1,254,275**	**1,250,983**	**64.9**	**65.6**	**857,203**	**755,576**	**85.3**	**82.5**	**2,111,478**	**2,006,559**	**71.9**	**71.1**	**0.8**	**5.2**
TOTAL JAPAN	**572,009**	**546,813**	**29.6**	**28.7**	**146,872**	**158,229**	**14.6**	**17.3**	**718,881**	**705,042**	**24.5**	**25.0**	**−0.5**	**2.0**
TOTAL EUROPE	**82,178**	**79,805**	**4.3**	**4.2**	**1,190**	**1,886**	**0.1**	**0.2**	**83,368**	**81,691**	**2.8**	**2.9**	**−0.1**	**2.1**
GM	693,423	675,663	35.9	35.5	326,754	310,554	32.5	33.9	1,020,177	986,217	34.7	35.0	−0.2	3.4
Ford	406,297	399,376	21.0	21.0	303,059	261,730	30.1	28.6	709,356	661,106	24.2	23.4	0.7	7.3
Chrysler	154,555	175,944	8.0	9.2	227,390	183,292	22.6	20.0	381,945	359,236	13.0	12.7	0.3	6.3
Toyota/Lexus	190,116	162,080	9.8	8.5	61,741	59,550	6.1	6.5	251,857	221,630	8.6	7.9	0.7	13.6
Honda/Acura	171,486	168,396	8.9	8.8	—	—	—	—	171,486	168,396	5.8	6.0	−0.1	1.8
Nissan/Infiniti	85,540	82,482	4.4	4.3	36,127	37,343	3.6	4.1	121,667	119,825	4.1	4.2	−0.1	1.5
VW/Audi	23,821	24,712	1.2	1.3	376	1,155	0.0	0.1	24,197	25,867	0.8	0.9	−0.1	− 6.5
†Geo	*58,037*	*54,245*	*3.0*	*2.8*	*6,148*	*6,024*	*0.6*	*0.7*	*64,185*	*60,269*	*2.2*	*2.1*	*0.1*	*6.5*
*Made by Japan***	*633,670*	*614,384*	*33.0*	*32.2*	*154,226*	*165,384*	*15.3*	*18.1*	*775,869*	*762,609*	*26.5*	*27.0*	*−0.5*	*1.7*

*Includes 1991 estimated sales of 240-Ferrari, 81-Lotus, 66-Rolls/Bentley, 60-Maserati, 39-Lamborghini, and 15-Aston Martin.

**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

FIRST QUARTER SALES

RESULTS

Truck sales boost first quarter sales

continued from PAGE 3

the companion Dodge Shadow was up 18.7 percent.

The Sundance sales gain was due to sizeable incentives on the one-price base America model as well as strong sales of the sportier V-6 Plymouth Duster version introduced this year.

— Mary Connelly

Ford

Ford Motor Co. entered the second quarter with a spring in its step. Combined sales of the company's cars and trucks totaled 709,356 units, a 7.3 percent increase over the same period last year. Ford Division recaptured the car lead from Chevrolet, outselling Chevrolet (which includes Geo) by 31,209 units. At the end of March last year, Chevrolet was ahead by 2,212 car sales.

With 84,321 sales, Taurus was the No. 2 car through March and was 1,355 units behind the Honda Accord.

Ford's truck lead over Chevrolet of 61,912 units was almost three times last year's margin.

"General Motors is my second favorite car company," said Ross Roberts, general manager of Ford Division. "I hope they do well, but we're gonna beat" Chevrolet this year in car sales.

Ford Division's worst showing was the Probe, with a 30 percent sales decline.

The Lincoln Town Car almost held steady with a 3 percent decline, but Continental sales fell 37.4 percent and Mark VII's sales dipped 31 percent.

Lincoln was more dependent on fleets than any other brand in 1991, with 62.1 percent registrations in rental or other fleet service, according to R.L. Polk and Co.

Stephen Lyons, general marketing manager for Lincoln-Mercury Division, says the 1993 Mark VIII and a soon-to-be-restyled Continental will give the nameplate a much needed boost.

"Ultimately, the Continental and the Mark VIII will be the cars to compete against the Japanese" luxury imports, Lyons said.

— Kathy Jackson

General Motors

Sales at Saturn orbited at new heights in the first quarter as the company ranked as the No. 14 car brand for the quarter, and No. 13 for March.

Elsewhere at GM, the biggest increase in sales and share was at Pontiac, which sold 8,751 more cars and 1,946 more trucks, raising its share to 4.6 percent. Sales of the new Bonneville and the Grand Am were up about 10,000 units each and Sunbird sales were down only 4,000 units, despite much lower fleet sales. The Grand Prix took up some of the slack from the discontinued Pontiac 6000, and even the old Firebird recovered. And sales of the Trans Sport were up significantly now that the minivan has a more powerful engine available.

GMC sold 10,268 more trucks as ▶

FIRST QUARTER SALES

year-to-date sales of all models were up from a year ago.

However, small pickups and sport-utilities and big vans were down in March.

Oldsmobile may be turning a corner. The old Cutlass Ciera was the division leader and the new Achieva was strong despite a late start.

Sales of the new Eighty Eight were better in the quarter than a year ago, but began slowing in March.

Buick — last year's shining star — saw its sales slip, largely because of the Park Avenue, Regal and Skylark.

The worst news was at Chevrolet, which had a quarterly sales loss of nearly 5 percent. Cavalier and Caprice sales fell like a rock.

— Phil Frame

Asians

More than half the Asian makes failed to better their marks from the war-torn first quarter of 1991.

Overall sales by the 12 Japanese divisions and Korea's Hyundai increased 1.2 percent, but because the market was up more, the Asians' share fell to 25.3 percent.

Toyota Motor Sales U.S.A. Inc. had a 13.6 percent overall increase, driven by a doubling of Lexus sales.

American Honda Motor Co. had a split decision. Acura was off, but the Honda brand held on to a 3.6 percent gain despite a significant decline in March of 13,317 units.

Sales at Nissan Motor Corp. in U.S.A.'s Infiniti Division rose 42.7 percent, while the Nissan Division slipped slightly.

Like Nissan Division, Mazda is looking forward to a new mid-sized sedan later this year. In March, Mazda topped Nissan in passenger car sales.

Mitsubishi had a tough first quarter, too. Even though it is selling a number of products that it didn't have last year, sales dropped 16.8 percent.

A big drop in fleet sales accounted for most of the decline in cars.

Kevin Ormes, vice president for sales at Mitsubishi Motor Sales of America Inc., said his company sold 11,908 fleet cars last year in the first quarter, and just 7,757 this year.

Hyundai added another down month to a growing string despite energetic marketing.

First quarter sales were off 18.5 percent in spite of the new Elantra compact, aggressive rebates and a two-year free-maintenance program for all its cars.

— Kristine Stiven Breese

Europeans

German luxury imports enjoyed a first-quarter sales recovery, but not Volkswagen, the volume leader.

Overall, European imports topped a disastrous first quarter last year by 2.1 percent, losing 0.1 points of share to the Big 3.

Volkswagen, the European make with most sales in the United States, fell 12.6 percent. Volvo, the No. 2 European marque, rose 1.7 percent and is just 1,342 cars behind Volkswagen. In March, Volvo outsold the German brand.

A year ago, Alfa Romeo was the only European that managed to improve in the first quarter, and it did so again this year, by 7.1 percent. Porsche improved 9.8 percent to 1,190, and Audi, a division of Volkswagen, jumped 48.8 percent.

Toyota's Lexus Division outsold each European in the first quarter. A year ago, Volvo, Volkswagen and Mercedes-Benz all sold more cars than Lexus.

Yugo sales, which were off 61.8 percent in the year-ago period, improved 86.3 percent to 1,412 units.

— Jim Henry

TOP 10 SELLERS, MARCH 1992

	Sales
1. Ford F-series pickups	39,324
2. Chevrolet C/K pickups	36,291
3. Ford Taurus	31,459
4. Honda Accord	28,897
5. Toyota Camry	26,270
6. Ford Explorer	25,402
7. Ford Ranger	23,490
8. Pontiac Grand Am	22,817
9. Dodge Caravan	21,890
10. Ford Tempo	21,769

Source: Automotive News Data Center

LIGHT-TRUCK SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mos., 1992	3 Mos., 1991
Town & Country	1,033	379	2,613	890
Total Chrysler	**1,033**	**379**	**2,613**	**890**
Vans	5,563	4,740	12,708	10,692
Ram Wagon	2,501	2,351	5,930	4,456
Caravan	21,890	18,802	54,465	49,358
Caravan C/V	884	742	1,762	1,751
Ram 50	473	380	1,206	1,131
Ramcharger	330	553	1,116	1,610
Dakota	11,070	6,883	28,873	18,207
Pickups	7,752	8,359	20,938	19,946
Total Dodge	**50,463**	**42,810**	**126,998**	**107,151**
Voyager	16,761	15,873	43,566	39,573
Total Plymouth	**16,761**	**15,873**	**43,566**	**39,573**
Wrangler	4,981	3,045	11,764	8,204
Cherokee	13,398	8,329	38,847	25,039
Grand Wagoneer	2,417	331	2,417	983
Comanche	423	511	1,185	1,452
Total Jeep	**21,219**	**12,216**	**54,213**	**35,678**
CHRYSLER CORP.	**89,476**	**71,278**	**227,390**	**183,292**
Vans	10,863	7,776	27,274	22,612
Aerostar	15,100	12,133	36,034	31,576
Club Wagon	3,856	1,666	7,896	4,228
Ranger	23,490	21,096	62,395	56,935
Bronco	1,799	2,304	4,895	6,172
Explorer	25,402	22,229	71,149	55,668
Pickups	39,324	31,591	93,416	84,539
FORD MOTOR CO.	**119,834**	**98,795**	**303,059**	**261,730**
Vans	7,252	7,019	18,450	16,934
Sportsvan	592	688	1,805	1,515
Geo Tracker (domestic)	2,509	2,128	6,148	6,024
Geo Tracker (import)	0	4	0	7
Astro	9,912	10,571	25,606	24,271
Lumina APV	4,121	4,060	11,023	9,946
S10	15,514	19,622	43,932	48,379
S10 Blazer	9,860	10,133	27,677	29,288
Blazer	1,513	1,162	3,317	2,827
Suburban	3,570	3,092	8,710	8,565
Pickups	36,291	35,928	94,479	91,428
Total Chevrolet	**91,134**	**94,403**	**241,147**	**239,177**
Vans	2,626	2,968	7,966	6,307
Safari	3,529	2,726	8,378	6,927
S15/Sonoma	4,242	4,322	11,771	10,490
S15 Jimmy	2,403	2,643	7,061	6,950
Jimmy	453	262	886	739
Suburban	1,635	1,251	3,607	3,338
Pickups	11,666	10,082	30,606	25,406
P Model	138	187	445	485
W4	178	79	508	318
Total GMC	**26,870**	**24,520**	**71,228**	**60,960**
Silhouette	1,795	2,397	3,882	5,708
Bravada	1,416	0	3,842	0
Total Oldsmobile	**3,211**	**2,397**	**7,724**	**5,708**
Trans Sport	2,560	1,883	6,655	4,709
Total Pontiac	**2,560**	**1,883**	**6,655**	**4,709**
GENERAL MOTORS	**123,775**	**123,203**	**326,754**	**310,554**
DAIHATSU Rocky	**520**	**266**	**1,306**	**790**
Pickup (domestic)	1,476	1,250	3,597	2,674
Pickup (import)	984	2,525	2,495	5,845
Amigo	693	667	1,755	1,701
Trooper	678	2,983	1,386	7,269
Rodeo (domestic)	3,506	2,306	8,684	4,848
ISUZU	**7,337**	**9,731**	**17,917**	**22,337**
Pickup	4,265	4,089	11,398	11,330
MPV	2,876	5,160	7,702	11,822
Navajo (domestic)	618	845	1,688	2,584
MAZDA	**7,759**	**10,094**	**20,788**	**25,736**
Pickup	883	969	2,832	5,519
Montero	578	591	1,872	2,477
Van	2	4	2	47
MITSUBISHI	**1,463**	**1,564**	**4,706**	**8,043**
Pickup (domestic)	10,262	11,162	28,389	28,618
Pathfinder	2,546	3,284	6,884	8,271
Axxess	0	72	0	208
Van	0	0	0	2
Hawaii	0	0	854	244
NISSAN	**12,808**	**14,518**	**36,127**	**37,343**
RANGE ROVER	**272**	**319**	**814**	**731**
Samurai	325	450	758	1,235
Sidekick (domestic)	1,105	421	1,585	788
Sidekick (import)	414	1,055	1,683	2,407
SUZUKI	**1,844**	**1,926**	**4,026**	**4,430**
Pickup (domestic)	3,076	0	5,644	0
Pickup (import)	13,616	13,695	34,076	35,452
Previa	4,233	4,717	11,280	12,166
4Runner	3,133	3,591	8,807	9,897
Land Cruiser	727	692	1,934	2,035
TOYOTA	**24,785**	**22,695**	**61,741**	**59,550**
VOLKSWAGEN Vanagon	**99**	**456**	**376**	**1,155**
IMPORTS	**56,887**	**61,569**	**147,901**	**160,115**
INDUSTRY TOTAL	**399,972**	**354,845**	**1,005,804**	**915,891**

Sales charts compiled by Karen Dellowski

Source: Automotive News Data Center

DOMESTIC CAR SALES, MARCH & YTD

	Mar. 1992	Mar. 1991	3 Mos., 1992	3 Mos., 1991
Summit	479	520	1,278	1,345
Talon	2,837	2,933	7,141	7,222
Premier	368	1,021	1,438	1,837
Total Eagle	**3,684**	**4,474**	**9,857**	**10,404**
Horizon	0	76	0	247
Laser	2,171	2,473	5,731	6,133
Sundance	5,650	2,864	15,162	9,319
Acclaim*	6,454	9,283	17,713	30,112
Total Plymouth	**14,275**	**14,696**	**38,606**	**45,811**
LeBaron A*	2,708	1,520	9,253	4,421
LeBaron J	3,946	3,863	9,380	9,329
Fifth Avenue	3,113	2,554	8,761	9,666
Imperial	444	588	1,698	2,616
New Yorker	1,268	974	4,694	3,608
Total Chrysler	**11,479**	**9,499**	**30,786**	**29,640**
Omni	0	75	0	259
Shadow*	6,980	5,757	18,625	15,695
Monaco	131	410	483	833
Daytona	1,121	1,338	3,057	3,510
Spirit*	5,441	7,627	15,144	26,601
Dynasty	7,157	6,806	20,882	29,865
Total Dodge	**20,830**	**22,013**	**58,191**	**76,763**
CHRYSLER CORP.	**50,268**	**50,682**	**140,440**	**162,618**
Escort*	19,333	17,660	58,820	61,477
Mustang	7,996	6,295	19,365	17,268
Tempo	21,769	20,240	54,247	50,669
Taurus	31,459	27,768	84,321	75,566
Thunderbird	5,954	8,732	18,527	19,888
Probe	5,358	6,684	12,027	17,159
Crown Victoria	6,361	8,025	19,075	17,405
Total Ford Division	**98,230**	**95,404**	**266,382**	**259,432**
Topaz	6,824	5,417	16,870	13,544
Sable	10,274	7,733	26,140	21,882
Cougar	3,945	4,632	11,009	12,221
Grand Marquis	6,421	8,479	21,545	19,929
Total Mercury	**27,464**	**26,261**	**75,564**	**67,576**
Continental	3,375	5,135	8,673	13,847
Town Car	11,398	11,882	29,621	30,527
Mark VII	546	792	1,557	2,255
Total Lincoln	**15,319**	**17,809**	**39,851**	**46,629**
Total L-M Division	**42,783**	**44,070**	**115,415**	**114,205**
FORD MOTOR CO.	**141,013**	**139,474**	**381,797**	**373,637**
Roadmaster	3,367	1,112	9,066	1,596
Skylark	5,521	7,867	17,035	25,205
Century*	9,419	9,400	27,541	26,371
Regal	5,892	9,361	18,881	24,486
LeSabre	10,409	10,852	35,440	26,764
Reatta	20	243	72	666
Park Avenue	5,035	6,376	14,228	19,485
Riviera	1,020	1,423	2,733	3,928
Total Buick	**40,683**	**46,634**	**124,996**	**128,501**
Allante	250	223	444	525
Seville	3,472	4,748	9,362	9,479
DeVille	12,335	9,616	36,129	32,411
Brougham	1,105	2,390	3,316	6,410
Eldorado	2,265	1,885	5,785	3,994
Total Cadillac	**19,427**	**18,862**	**55,036**	**52,819**
Geo Metro	7,724	5,644	23,756	18,095
Geo Prizm	5,559	5,139	16,272	19,010
Cavalier	19,808	27,150	54,463	75,879
Camaro	5,522	3,983	14,564	9,927
Celebrity	0	114	1	3,884
Corsica-Beretta	16,102	17,388	41,527	42,853
Lumina	19,153	20,868	47,995	47,596
Caprice	9,602	12,392	24,415	31,887
Corvette	1,840	1,837	4,127	4,187
Total Chevrolet	**85,310**	**94,515**	**227,121**	**253,318**
Calais	688	8,512	2,442	20,070
Achieva	9,363	0	18,447	0
Cutlass Ciera	11,019	8,357	28,563	21,473
Cutlass Supreme	9,081	7,978	19,901	20,591
Eighty Eight	6,185	6,354	19,747	18,713
Custom Cruiser	492	704	1,335	1,831
Ninety Eight	3,506	4,350	8,573	12,065
Toronado	505	779	1,330	2,083
Total Oldsmobile	**40,839**	**38,034**	**100,338**	**97,831**
Sunbird	6,215	7,749	18,071	22,192
Firebird	1,968	1,666	4,825	4,653
Grand Am	22,817	17,690	52,297	42,159
Pontiac 6000	121	2,408	425	6,644
Grand Prix	9,537	9,247	24,507	22,488
Bonneville	7,288	5,551	23,236	13,672
Total Pontiac	**47,946**	**44,311**	**123,361**	**111,808**
Total Saturn	**16,757**	**3,302**	**39,996**	**6,878**
GENERAL MOTORS	**250,962**	**245,658**	**670,848**	**651,155**
Civic	11,925	9,710	32,409	24,336
Accord	23,039	32,917	67,768	66,477
HONDA	**34,964**	**42,627**	**100,177**	**90,813**
MX-6	2,418	4,054	4,138	9,549
626	5,590	8,054	13,114	19,697
MAZDA	**8,008**	**12,108**	**17,252**	**29,246**
Eclipse	5,562	3,517	12,969	13,769
Mirage	641	863	2,825	4,401
MITSUBISHI	**6,203**	**4,380**	**15,794**	**18,170**
NISSAN Sentra	**7,757**	**11,006**	**24,523**	**26,887**
Corolla	12,248	10,545	30,181	24,493
Camry	18,978	17,693	48,996	40,679
TOYOTA	**31,226**	**28,238**	**79,177**	**65,172**
SUBARU Legacy	**6,519**	**4,588**	**12,741**	**18,198**
SUZUKI Swift	**12**	**96**	**55**	**130**
DOMESTIC TOTAL	**536,932**	**538,857**	**1,442,804**	**1,428,026**
IMPORT TOTAL	**183,675**	**191,105**	**488,738**	**477,900**
INDUSTRY TOTAL	**720,607**	**729,962**	**1,931,542**	**1,905,926**

*Includes units produced in Mexico.

Source: Automotive News Data Center

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

SUBARU (expires June 2)

Legacy (1991)	$1,000
Legacy (1992) LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

TOYOTA (expires June 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)

Corvette ZR-1	$2,000
Other Corvette	$1,000

CHRYSLER CORP. (1991-92 models; expires June 30)

Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750

HONDA

Accord, Prelude (1991, no expiration date)	$500

ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)

Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo 4x2	0-$600
Rodeo 4x4	$750-850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)

Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750

NISSAN (expires May 4)

240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000

VOLVO (1992 models; expires May 31)

240-GL, 940-GL	$1,000

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

HYUNDAI (expires June 2)

Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500

SUBARU (expires June 2)

Loyale (1991-92, fwd sedan, awd wagon)	$500

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered) Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires March 31) DeVille, Fleetwood, Brougham	$1,500
Chevrolet Lumina; Geo Storm, Prizm, Metro (manual)	$750
Cavalier, Camaro	$500
Geo Metro (automatic)	$300
Chevrolet S/T Blazer	$1,000
S/T pickup, Lumina APV	$750
G van	$500-750
C/K pickup	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
GMC (expires March 31) G van	$500-1,000
Safari	$500
Oldsmobile (regional) Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered) Reatta	$2,000
(other rebates same as 1992 models)	
Chevrolet (same as 1992 models, cars and trucks)	
GMC (expires March 31) G van	$500-1,000
Safari	$400
Other GMC (expires May 4) Same as 1992 rebates on S15 Jimmy, Sonoma, Sierra	
Oldsmobile (regional) Cutlass Calais	$700-1,000
(other rebates same as 1992 models)	
Pontiac (same as 1992 models)	

MAZDA (1992 models, expires April 6)

Protege, 626, MX-6	$1,000 plus free air conditioning or automatic trans.
Pickups	$400-1,200

MITSUBISHI (expires April 30)

Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

CLASSES

NADA kicks off certification effort

continued from PAGE 3

A month before classes started, NADA sent pupils a set of training tapes and an instruction manual. But only a handful said they had completed the 12 hours of study needed to prepare for the classes.

Huebner described much of the instruction in the manual and on tapes as common sense.

And yet, most of the salespersons there were unable to answer acceptably some of the ethical questions posed to them in obviously loaded examples — such as the salesman who wanted $1,000 over sticker from a long-time customer even though the model was overstocked.

At first, trainer Deborah Mack had difficulty eliciting responses from the mostly seasoned group. But once she had raised the gate, a tide of pent-up emotions burst on everything from dealership operations to customer deceit.

Salespersons essentially argued that all's fair in sales and selling as long as it is legal. The buyer should beware.

"The bottom line is how much we make for the dealership and ourselves," said one participant. "When 30 days are up, you have to make your quota. If you don't sell, you don't eat."

Other participants said salespersons don't need their ethics overhauled. Instead, they assert customers should burnish their own ethics.

"Customers lie," said one salesman. "They will tell you their credit is good, forgetting to mention a bankruptcy or two. Nobody says anything about the customer's ethics, but we must change ours."

Salesmen said they are pushed and pulled by dealers and finance and insurance managers on one side, and customers on the other.

They contend dishonesty starts with manufacturers and trickles down to dealers and finally to themselves.

"If a Cavalier is advertised for $7,999, you had better load it up with extras or your head is on the chopping block," said one participant.

Another said price negotiations with customers preclude ethics: "It is our job to sell value. We should get sticker price for a car. I suggest that a customer pays over sticker price. Any other price devalues the car."

Said another: "I am honest but I still have to make as much as I can on a car. The worst thing you can do is admit the price is jacked up and start cutting."

What about honesty and full disclosure during the selling process?

"If the cars were perfect you could do it," said one participant."

The consensus: Honesty and full disclosure will put you out of business.

Salespersons said they often get conflicting signals from dealers and sales managers.

"Ethically, we should quote payments on a stripped vehicle to customers," said one participant. "But that cuts out the finance and insurance manager so we are told at sales meetings to quote loaded payments. You can always come down but you can't go up."

The program, which cost NADA $1 million and three years to develop, is designed to improve salespersons' professionalism and self-esteem. It hopes to convert salespersons into "transportation consultants."

For dealers, the sales certification program could help stop high salesperson turnover. The average dealership has an annual turnover rate of more than 50 percent, according to NADA estimates.

The program is open to salespersons, sales managers and dealers. The curriculum includes ethical and legal practices, selling techniques and consumer psychology. It combines home study with training seminars.

Tuition is usually shared by the dealer and the participant. But some dealers are underwriting the entire cost for employees.

Despite their lapses on questions of ethics, most of the salespersons truly believe they are honest even though they are sometimes cagey with customers.

But then again, it is their job to sell cars.

Mary Kelly, a saleswoman with Fairchild Chevrolet in Lakewood, Ohio, said she would never do anything that would conflict with her own moral standards.

"I will charge the top price for a car because that is what I am there for," she says.

"I work at a car dealership and I want to sell cars."

incentive WATCH

New programs: Toyota, Subaru, Hyundai, Suzuki

ARLENA SAWYERS
Staff Reporter

Toyota Motor Sales U.S.A. Inc., Subaru of America Inc., Hyundai Motor America and American Suzuki Motor Corp. added fuel to the incentive fires with new retail and factory-to-dealer programs.

Programs for Toyota, Subaru and Hyundai expire June 2; Suzuki's plan runs through Aug. 3.

Also, Oldsmobile introduced a SmartLease on the Ninety Eight Regency that expires June 30.

Toyota is offering dealer incentives of up to $500 on 1991 and 1992 Tercel; up to $1,200 on 1992 Corolla; and up to $1,300 on 1991 and 1992 pickups. The payments are based on sales quotas.

Customer rebates and dealer incentives make up **Subaru's** program. Buyers of 1991 and 1992 Loyale sedans and wagons receive $500 rebates. Dealers earn from $500 to $1,500 on 1992 Legacy with payments depending on whether the vehicle was invoiced before or after Feb. 3. Also, dealers earn $1,000 on 1991 Legacy.

Hyundai customer incentives range from $1,000 to $2,000 on 1991 models and $500 to $1,500 on 1992 models.

Suzuki's customer rebates include 1991 and 1992 Swift, ranging from $400 to $1,000; and 1991 and 1992 Sidekick, ranging from $500 to $1,500.

With no money down, consumers can lease **Oldsmobile** Ninety Eight Regency sedans for $399 a month for 36 months.

How would you answer this question?

This ethical issue is included in the National Automobile Dealers Association sales certification program. Salespersons are asked if there are any ethical issues at work and the action the salespersons should take.

"Susan has a loyal customer to whom she has sold several vehicles. Four years ago, she was able to get him a particular model that had just been introduced, was selling very well and was in short supply. The customer is now ready to replace that vehicle. He says, 'This car has been so good that I want another one just like it.' He has not seen that you have 30 units of the same model in inventory.

"The customer says, 'I remember that I had to pay list price last time, because there was so much demand for my car. I know that the new one will cost me a lot, but I'm counting on you to get me the best price you can.'

"As they begin to fill out the paperwork, Susan is considering what price to quote."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
GENERAL MOTORS		
Arlington, Texas*	4/6, 4/13, 4/20, 4/27	
Buick Roadmaster		1,400
Chevrolet Caprice		480
Cadillac Brougham		1,200
Total U.S. car		**3,080**
Total units lost week of 4/13		**3,080**

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

GM cries foul, seizes 732 cars

PAT MILTON
The Associated Press

PORT JEFFERSON, N.Y. — General Motors shut down a Long Island car dealership and seized $20 million in new cars after charging the owner duped the company out of $400 million in loans for non-existent autos.

The action against McNamara Buick-Pontiac of Port Jefferson Station began when GM filed a civil suit against its owner, John McNamara. The FBI is now investigating for possible criminal charges, a police source said.

Last Thursday, Suffolk County sheriff's deputies were still towing away vehicles and seizing auto parts and other assets. They also took computer and phone systems listed in a court order and notified service customers to pick up their cars immediately.

GM obtained a court order last week to close the dealership and remove 732 new vehicles.

In a civil suit filed in state Supreme Court, General Motors Acceptance Corp. accused McNamara of obtaining loans to finance vehicles that did not exist.

The suit charged McNamara received financing for "thousands of vehicles supposedly shipped overseas and that none or only a fraction of the vehicles existed."

McNamara falsified documents to make it appear the vehicles were real, court papers said. He was accused of diverting money from vehicle sales "to entities other than" GMAC, hiding assets and reneging on an agreement to disclose his financial and business transactions to GMAC.

McNamara did not return calls seeking a response to the allegations. Attorney J. Timothy Shea said McNamara had filed a motion opposing the seizure of his assets.

Lynda Koskinski, a GMAC spokeswoman in Detroit, declined to comment on the allegations.

In December, GMAC became concerned about the growing debt and began to suspect the vehicles did not exist, the court papers stated. GMAC secured promises for repayment and collateral, and began an investigation.

Justice Paul Baisley said in an order he was allowing the confiscation of assets to ensure the vehicles did not somehow disappear.

One of the dealership's customers, Nancy Vanek, was called to pick up her van, brought in for a 3,000 mile service check.

"I was so worried that I wouldn't get my van back," said Vanek. "But it's sitting in my garage right now, safe and sound."

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/6-4/11/92	Actual 3/30-4/4/92	March Total	Year 1/1-4/11/92	Year 1/1-4/13/91
LeBaron J	1,300	1,404	4,134	13,680	10,701
New Yorker	75	0	1,188	4,438	2,414
Fifth Avenue	350	0	2,959	7,495	8,119
Imperial	15	0	257	1,250	2,189
Town & Country (trk.)	300	297	1,403	3,538	862
Total Chrysler Div.	**2,040**	**1,701**	**9,941**	**30,401**	**24,285**
Sundance	1,600	1,498	3,368	14,405	12,085
Acclaim	1,775	1,942	6,582	20,911	21,549
Voyager (trk.)	2,385	1,896	9,759	25,674	22,863
Voyager (Can. trk.)	2,868	2,952	12,045	40,074	28,533
Total Plymouth	**8,628**	**8,288**	**31,754**	**101,064**	**85,030**
Daytona	275	299	585	3,087	3,703
Shadow	2,300	2,381	5,015	21,103	14,138
Dynasty	700	0	5,573	19,554	36,656
Spirit	1,750	1,661	5,936	20,341	19,451
Viper	5	1	2	6	0
Monaco (Can.)	0	0	0	0	690
Caravan (trk.)	2,750	2,503	12,446	33,521	29,051
Caravan (Can. trk.)	3,576	3,528	16,052	52,442	38,253
Caravan C/V (trk.)	50	50	381	799	1,110
Caravan C/V (Can. trk.)	156	150	887	2,493	9,840
Dakota (trk.)	2,925	3,076	13,548	34,946	17,967
Ram pickup (trk.)	1,500	1,500	6,612	17,180	18,213
Ram wagon (Can. trk.)	660	531	2,445	7,010	5,887
Ram van (Can. trk.)	1,692	1,357	6,201	17,567	10,451
Total Dodge	**18,339**	**17,037**	**75,483**	**230,049**	**205,440**
Premier (Can.)	0	0	0	0	1,613
Cherokee (trk.)	3,250	3,601	15,580	40,206	25,234
Comanche (trk.)	60	54	235	788	1,513
Grand Cherokee (trk.)	625	1,619	5,443	9,673	0
Wagoneer (trk.)	4	7	85	329	801
Wrangler (Can trk.)	1,920	1,963	8,562	27,184	14,460
Total Jeep-Eagle	**5,858**	**7,244**	**29,905**	**78,180**	**43,621**
Total U.S. car	**10,145**	**9,186**	**35,599**	**126,270**	**121,035**
Total Can. car	**0**	**0**	**0**	**0**	**2,303**
Total U.S. truck	**13,849**	**14,683**	**65,492**	**166,654**	**117,614**
Total Can. truck	**10,872**	**10,481**	**45,992**	**146,770**	**107,424**
CHRYSLER CORP.	**34,866**	**34,270**	**147,083**	**439,694**	**358,376**
Escort	5,150	0	16,663	37,947	48,461
Mustang	0	2,581	9,267	21,477	14,827
Tempo	3,194	2,950	13,661	36,650	27,018
Tempo (Can.)	3,351	3,475	11,632	34,767	30,123
Taurus	7,824	7,286	31,242	104,053	83,278
Thunderbird	2,301	1,799	6,473	22,362	18,891
Crown Victoria (Can.)	2,380	2,449	11,216	27,927	26,697
Aerostar (trk.)	4,010	4,025	17,750	51,574	35,275
Bronco (trk.)	0	646	2,060	5,390	2,925
Explorer (trk.)	6,741	6,607	29,077	92,685	76,587
Mazda Navajo (trk.)	185	137	598	1,472	4,171
Econoline (trk.)	4,573	4,566	19,676	54,102	32,000
Heavy (trk.)	995	1,034	4,591	13,322	10,271
Light truck (trk.)	6,077	8,118	44,484	126,618	67,173
Light truck (Can. trk.)	0	3,070	13,448	42,591	23,624
Ranger (trk.)	7,330	7,222	28,931	75,575	63,328
Total Ford Division	**54,111**	**55,965**	**260,760**	**748,512**	**564,649**
Topaz	1,321	1,578	6,035	15,174	12,195
Topaz (Can.)	1,449	1,421	4,889	12,791	7,824
Cougar	1,299	1,801	5,578	16,307	13,992
Sable	2,858	3,455	14,895	34,664	27,003
Grand Marquis (Can.)	2,420	2,351	10,136	29,150	17,466
Total Mercury	**9,347**	**10,606**	**41,533**	**108,106**	**78,480**
Continental	1,194	992	4,248	11,403	16,572
Mark VII	0	206	1,074	2,375	2,895
Town Car	2,982	2,998	13,301	34,615	38,703
Total Lincoln	**4,176**	**4,196**	**18,623**	**48,393**	**58,170**
Total L-M Division	**13,523**	**14,802**	**60,156**	**156,499**	**136,650**
Total U.S. car	**28,123**	**25,646**	**122,437**	**337,847**	**303,835**
Total Can. car	**9,600**	**9,998**	**37,873**	**104,535**	**82,110**
Total U.S. truck	**29,911**	**32,355**	**147,167**	**420,738**	**291,730**
Total Can. truck	**0**	**3,070**	**13,448**	**42,591**	**23,824**
FORD MOTOR CO.	**67,634**	**70,767**	**320,925**	**905,811**	**701,299**
Skylark	995	1,115	6,439	18,902	32,923
Century	1,461	1,502	7,269	17,802	20,605
Regal (Can.)	3,000	3,011	7,206	22,694	31,975
Riviera	350	269	1,156	3,454	2,784
Park Avenue	1,553	871	7,265	17,916	26,337
LeSabre	3,865	3,231	11,242	40,272	33,069
Roadmaster sedan	0	821	4,613	15,663	0
Roadmaster wagon	256	220	1,327	3,844	7,217
Reatta	0	0	0	0	779
Total Buick	**11,480**	**11,040**	**46,519**	**140,627**	**155,689**
Eldorado	1,101	846	3,759	12,538	4,564
Seville	1,509	1,177	4,753	14,468	9,376
Brougham	0	0	0	2,170	5,469
DeVille	2,040	1,738	9,276	30,753	38,251
Allante	64	64	150	320	894
Total Cadillac	**4,714**	**3,825**	**17,938**	**60,249**	**58,554**
Cavalier	5,722	5,266	20,869	63,886	77,915
Camaro	1,387	972	6,442	16,750	10,727
Corsica-Beretta	4,800	4,414	19,092	55,252	57,799
Lumina (Can.)	5,800	5,865	14,653	56,687	50,621
Caprice	1,248	1,726	9,679	28,979	35,729
Corvette	381	288	2,060	4,862	6,687
Astro (trk.)	3,666	3,213	14,655	46,431	24,568
Blazer (trk.)	545	495	1,839	5,777	275
Lumina APV (trk.)	1,099	688	4,292	11,520	9,048
Mediums (trk.)	80	31	408	1,465	370
P-model (trk.)	550	531	1,970	5,741	4,738
Pickup (trk.)	6,748	6,672	26,552	71,092	65,095
Pickup (Can. trk.)	3,500	3,504	17,242	56,896	39,522
S10 (trk.)	4,652	4,580	20,138	49,630	64,157
S10 Blazer (trk.)	3,152	2,876	12,591	37,551	7,193
Sportsvan (trk.)	0	0	3,398	11,405	10,956
Sportsvan (Can. trk.)	1,300	1,385	6,891	21,002	11,544
Suburban (trk.)	1,066	969	4,048	11,856	6,365
Total Chevrolet	**45,786**	**43,475**	**186,799**	**556,784**	**483,309**
Achieva/Calais	2,425	2,371	11,471	35,780	32,449
Cutlass Ciera	2,564	1,511	9,664	33,142	16,840
Cutlass Ciera (Can.)	0	0	0	0	16,067
Cutlass Supreme	1,920	1,440	7,975	19,173	28,130
Toronado	187	142	938	2,170	2,012
Eighty Eight	1,814	1,246	7,409	23,198	18,968
Custom Cruiser wag.	96	73	412	1,430	3,531
Ninety Eight	600	730	2,676	8,697	23,029
Silhouette (trk.)	244	295	1,759	4,261	4,409
Bravada (trk.)	320	118	1,019	4,134	6,906
Total Oldsmobile	**10,170**	**7,926**	**43,323**	**131,994**	**152,241**
Sunbird	2,068	2,033	8,691	27,823	34,785
Grand Am	6,085	5,532	19,986	65,630	59,680
Firebird	367	256	2,367	6,331	2,700
Grand Prix	1,912	1,268	8,053	29,724	26,140
Pontiac 6000	0	0	0	0	8,817
Bonneville	2,608	1,287	10,852	27,844	20,940
Trans Sport (trk.)	925	688	3,394	7,316	5,518
Total Pontiac	**13,955**	**11,064**	**53,347**	**164,668**	**158,580**
Yukon-Jimmy (trk.)	224	204	672	1,912	745
Medium (trk.)	520	710	2,698	7,698	669
P-model (trk.)	60	58	301	768	960
Pickup (trk.)	2,656	2,653	9,647	27,855	32,846
Pickup (Can. trk.)	1,690	1,691	6,519	21,349	15,637
Syclone-Sonoma (trk.)	1,572	1,185	5,308	12,731	16,063
Typhoon-S15 Jimmy (trk.)	809	1,091	4,195	10,816	2,561
Safari (trk.)	1,564	1,389	6,565	18,593	9,824
Suburban (trk.)	804	731	3,111	7,844	6,350
Vandura (trk.)	0	0	999	5,803	4,394
Vandura (Can. trk.)	625	624	3,043	10,824	5,726
Total GMC	**10,524**	**10,316**	**43,658**	**126,195**	**95,585**
Total Saturn*	**4,437**	**4,437**	**15,081**	**52,283**	**18,147**
Total U.S. car	**53,805**	**46,846**	**224,970**	**681,145**	**665,293**
Total Can. car	**8,800**	**8,870**	**21,861**	**79,381**	**98,663**
Total U.S. truck	**31,256**	**29,187**	**129,529**	**362,283**	**293,728**
Total Can. truck	**7,205**	**7,204**	**33,695**	**110,071**	**72,429**
GENERAL MOTORS	**101,066**	**92,083**	**410,055**	**1,232,880**	**1,129,105**
Can. car†	2,300	2,300	9,418	32,631	37,290
Can. trk.	1,400	1,405	5,999	20,366	16,497
CAMI†	**3,700**	**3,705**	**15,417**	**52,997**	**53,787**
DIAMOND-STAR†	**3,310**	**3,291**	**14,486**	**46,967**	**46,157**
Civic	2,140	1,603	8,581	26,609	26,689
Civic (Can.)	2,200	1,998	9,749	32,900	30,643
Accord	7,835	6,263	33,060	112,802	101,309
Total U.S. car	**9,975**	**7,866**	**41,641**	**139,411**	**127,998**
Total Can. car	**2,200**	**1,998**	**9,749**	**32,900**	**30,643**
HONDA	**12,175**	**9,864**	**51,390**	**172,311**	**158,641**
HYUNDAI Sonata (Can.)	**325**	**387**	**1,127**	**4,434**	**11,373**
MAZDA†	**1,251**	**938**	**2,737**	**16,396**	**41,936**
U.S. trk.	1,560	1,497	5,123	19,000	21,896
Can. trk.	165	166	736	2,331	2,206
NAVISTAR	**1,725**	**1,663**	**5,859**	**21,331**	**24,102**
Sentra	2,700	2,718	11,583	40,809	41,132
Pickup (trk.)	2,500	2,558	11,434	39,760	39,616
NISSAN	**5,200**	**5,276**	**23,017**	**80,569**	**80,748**
Geo Prizm	1,500	1,606	8,291	26,836	29,788
Toyota Corolla	2,300	2,342	10,284	33,774	30,213
Toyota Pickup (trk.)	1,000	1,012	3,911	10,788	0
NUMMI	**4,800**	**4,960**	**22,486**	**71,399**	**60,001**
Legacy	1,200	1,194	5,264	17,038	16,426
Pickup (trk.)	365	354	2,059	6,856	0
Rodeo (trk.)	645	627	3,564	11,949	0
Total U.S. car	**1,200**	**1,194**	**5,264**	**17,038**	**16,426**
Total U.S. trk.	**1,010**	**981**	**5,623**	**18,805**	**14,956**
SUBARU-ISUZU	**2,210**	**2,175**	**10,887**	**35,843**	**31,382**
Camry	4,190	4,507	20,306	67,095	64,522
Corolla (Can.)	1,450	1,466	6,642	21,323	19,592
TOYOTA	**5,640**	**5,973**	**26,948**	**88,418**	**84,114**
VOLVO 740, 940 (Can.)	**150**	**90**	**660**	**2,048**	**2,518**
AM GENERAL (trk.)	**375**	**375**	**1,650**	**5,325**	**6,956**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**10,560**	**34,080**	**40,100**
Total U.S. car	**119,499**	**106,050**	**497,590**	**1,631,680**	**1,497,335**
Total Canada car	**24,825**	**24,813**	**87,330**	**277,370**	**284,492**
Total U.S.-Canada Car	**143,324**	**130,863**	**584,923**	**1,909,250**	**1,781,827**
Total U.S. truck	**83,981**	**84,938**	**380,489**	**1,077,354**	**815,982**
Total Canada truck	**19,642**	**22,326**	**90,880**	**322,129**	**222,100**
Total U.S.-Canada truck	**103,503**	**107,264**	**486,356**	**1,399,483**	**1,037,982**
TOTAL U.S.	**202,380**	**190,988**	**878,987**	**2,689,234**	**2,313,917**
TOTAL CANADA	**44,467**	**47,139**	**187,190**	**599,499**	**506,672**
TOTAL U.S.-CANADA CAR & TRUCK	**246,827**	**238,127**	**1,066,286**	**3,285,733**	**2,819,589**

*Estimate

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Source: Automotive News Data Center.

'92 build passes 3 million

ANNE E. WRIGHT
Chief Statistician

U.S. and Canadian automakers assembled their 3 millionth vehicle last Monday, 13 days ahead of 1991.

March vehicle production in the United States and Canada topped the year-ago month by 26.9 percent. Cars increased 11.4 percent from the year-ago month and trucks rose 52.6 percent.

In the first quarter, U.S. and Canadian car and truck production was up 16.6 percent from 1991; cars were up 2.9 percent and trucks climbed 41.0 percent.

Last week's U.S. car production was estimated at 118,499, up 11.7 percent from the prior week and 24.4 percent from the year-ago week.

Year-to-date, U.S. car production is 1,531,880, up 2.3 percent from 1991.

Car production in Canada was estimated at 24,825 last week, virtually even with the prior week and up 24.2 percent from the year-ago week.

Canadian automakers have assembled 277,370 cars so far this year, down 2.5 percent from 1991.

U.S. truck production was estimated at 83,861 last week, a dip of 1.3 percent from the prior week but up 33.1 percent from the year-ago week.

So far in 1992, U.S. truckmakers have assembled 1,077,354 units, an increase of 32.1 percent from the same period one year ago.

In Canada, truckmakers' estimated production last week was 19,642, down 12.0 percent from the prior week but up 13.4 from the year-ago week.

March truck production in Canada was 99,869, the highest monthly production ever recorded for trucks in Canada.

Year-to-date, truck production in Canada is 322,129, up 45.0 percent from 1991.

The daily-build rate of cars and trucks in the United States and Canada was 49,365, an increase of 3.7 percent from the prior week and 26.2 percent from the same week in 1991.

Ford Motor Co. will begin building the Mercury Villager and Nissan Quest minivans this week at the Avon Lake, Ohio, facility. Job 1 for the Mercury Villager is slated for Tuesday, April 14. The first Quest is expected to be built the following day.

General Motors scheduled Saturday overtime last week at five truck facilities: Janesville, Wis.; Baltimore; Moraine, Ohio; Scarborough, Ontario; and Oshawa, Ontario.

Ford and Chrysler Corp. have no overtime or downtime scheduled this week.

In the same week one year ago, the Big 3 idled six truck and four car plants due to slow sales. Ford also reduced two truck plants to single shifts in the same week in response to sluggish sales.